

# Be Unstoppable

A platform for tech leaders to shape IT into an unstoppable force that powers their business in 2022 and beyond.



Freshworks is hosting ***Be Unstoppable***, a virtual summit for leaders, thinkers, and visionaries to explore and design the contours of a new paradigm shift in the IT industry – where Businesses are looking at technology as a dynamic force reshaping how people work, shop, communicate, make decisions, and live. *We invite you to share your thoughts and perspectives on how IT is integral to propelling businesses forward in an increasingly digital world.*

**About the Summit:** The theme of our summit is “Be Unstoppable”

There was a time when there was business and then there was technology. Today business is technology and technology is business. The modern business is always on and IT lies at its heart center- powering business goals and aspirations and driving sustainable competitive advantage. IT leaders need to rise to the occasion and meet the expectations of this new business and its modern workforce.

Be Unstoppable is designed to help IT leaders and practitioners take notice of this paradigm shift and respond with actionable strategies for success.

Featuring 3 tracks ( analysts, customers, partners) the summit is a simulated live experience offering access to exclusive insights from visionaries, experts, and customers on shaping IT into an unstoppable force for stoppable business.

Master class sessions will give attendees an opportunity to connect with Freshworks SMEs and get a first-hand experience of Freshservice, our flagship IT solution.

**Summit Objectives:**

1. Highlight how vital uninterrupted IT service and operations are for businesses to meet their aspirations and goals
2. Focus on the value of ITSM & ITOM together