



KOL EVENT REASONS

- Delivered Presentation - *KOL speaks for us on Royal Canin live or at a conference*
- Scientific Article Published - *KOL writes an article for Veterinary Focus*
- Advisory Board Meeting - *KOL attends an advisory board meeting*
- Product Trial Participant - *KOL participates in product trial and provides testimonial*
- Created Educational Content - *KOL created renal or Diet presentation for Royal Canin*

AGENDA

- ✓ Chatter notification settings
- ✓ Following and settings
- ✓ Groups
- ✓ Tagging
- ✓ polls