

On Dec 7, 2018, at 5:30 PM, Murray, Mark <mark_murray@mcafee.com> wrote:

Team MPOWER 2018—

J.R.R. Tolkien got it right—*Not all those who wander are lost.*

They are, however, now (finally!) home.

With our MPOWER 2018 peregrinations ended, the numbers are in. During our global circuit of LAS, SYD, NRT, and FCO we hosted a combined audience of nearly 6,500 customers, partners, press, analysts, prospects, and employees. True to our cartographic theme, we made our mark. Which is why, in addition to *longitude* and *latitude*, a third dimension of coordination is in order...*gratitude*. To wit:

TEAM MAINSTAGE

Chris, Raja, Rajiv, Steve, Allison, Yamano-san, Ben, Vittorio, Chatelle, Raj, John, Adam, Christiaan

Thank you for your commitment of time, for your focus, for your close coordination. You raised the bar high, as you raised our story even higher!

TEAM EAs + CHIEFS OF STAFF

Kristin, Erika, Bonnie, Karyn, Deb, Crystal, Kevin S., Laura, Daren, Sharon, Petra, Nicola, Jenifer, Kristi, Karri, Robert, Bria, Kelly, Christina, Olga, Kim, Warni

Thank you for lending your energies and keen eye to coordinate so many, many dozens of meetings, conversations, rehearsals, flights, and nights. You make bringing order to chaos look so easy!

TEAM DEMO

Ismael, Ted, Daniel, Mia, Vittorio

Thank you for putting so much firepower behind the debut of our MVISION family of products. You transformed our user experience into a unique audience experience—well done!

TEAM BRAND

Giulia, Wilkin, Mel, Ryan, Loreen

Thank you for the bespoke executive palettes, animations and icons and templates, and countless grace notes that fuse to become the McAfee brand. Your unflinching willingness to partner for results is unique in my long career in collaborating with creatives. Just, wow!

TEAM AUGUST JACKSON + PURE DEZIGN

Lisa, Regina, Kathleen, Scott

Your steady, skilled management + shared creation of executive content and assets across four keynotes on three screens doesn't begin to capture the story. More than 600 slides. 24 title animations. 15 interstitial video files. 18 brand animations. 12 primary themes. And 12 'shock and awe' animations + four walk-in loops, not to mention comprehensive screen presets and final output modules. You took my spreadsheets of 7,360 employee hometowns, 924 cyberattacks, and 234 innovations and turned them into art (A volumetric, dynamic threatscape, anyone? McAfee code mapped to the topography of Colorado's Front Range? Singapore, Denver, Las Vegas, and Andorra modeled in 3D, based on civil engineering data? Check, check, and check.). Yet it's not the #s that matter most. You ultimately brought sophistication and visual cohesion to our main stage to a degree of which I could only have dreamed. Yet, there it was. And converted within mere hours for global adaptation. Simply, sincerely, thank you!

TEAM EVI

Michael, Steve, Cassie, Keith, Chera, Bruce, Kristen, Joe, Jonathan

I'm jealous of those who have had the opportunity to partner with you from the beginning. That said, it's MPOWER 2018 that stands out for me in our five shows together. You took our crude tape and paper maquette and built a stage that became literal landscape. You kept us focused on the prize, and put your personal muscle behind the wheel to make it all come together in our geos. You partnered in every way with our teams with enthusiasm and generosity. And Steve, the [case study](#) is wonderful—what a lovely surprise, itself experiential in that it captures across so many dimensions the true culmination of work by all the talented, invested people copied here. This is rare stuff, and we know it, and we appreciate it. Truly, thank you!

TEAM MCAFEE EVENTS + OPs + CHANNEL

Kevin E., Elizabeth, Sara, Jessica, Maricar, Pam, Barbie, Karen, Shirley, Chris, Antu, Stephen, Janell, Ken, Jessica, Anne

The average, mere human has no idea. But please know you have a big fan base who do understand the literally countless things you do to make this show soar. I personally appreciate the absolute attention to every little detail. And the fact that 2019 is already on the books? No surprise. Thank you, thank you, thank you!

TEAM PAIR

Jason, Justin, Giselle

It was astonishing—and super exciting—to arrive in Las Vegas, in Sydney, in Tokyo, in Rome...and come face to face with rotundas and columns, walls and windows, ceilings and sidewalks, more, consistently clad in our topographic textures, our rich reds, our bold themes writ large. Beautiful work...and in the digital realm as well. Unlocking every print asset for the geo teams made MPOWER 2018 a globally branded event, which was something to experience. Thank you, team.

TEAM GEOs—Viva, Las Vegas! + Bonzer! + Arigoto! + McVeni, McVidi, McVici!

Brett, Rupa, Marsha, Paul, Lubna, David, Ken, Ashleigh, Osamu, Hiromi, Kaori, Sumio, Shinobu, Yuka, Suzuki, Bojenna, Alexandra, Suzanne, Sandra, Dave, Wendy, Cecile, Katarzyna, Rima, Katja, Lynnice, Michael, Anne, Nick, Sylvia, Alejandro, Gianna, Alisha, Tammy, Lauren, Christine, Jess, Isabel, Luciana, Katie, Linda

It takes more than a village—it takes a world. Thank you for partnering so closely and so effectively to make MPOWER in your region a success. You moved with velocity, for sure. Seeing the look and feel deployed so consistently, yet uniquely in each setting, was great. And thank you, too, for using the interstitials, walk-in loops, and 'shock awe' files to such effect. Well done!

TEAM FACILITIES + IT

Stephanie, Paul, Greg, Timothy, Lam, Bas

Thank you for making Dell/El Capitan a viable rehearsal space...literally overnight. You really stepped up to give our exec team every opportunity to launch MPOWER with confidence. I know you had your own event for which you were responsible even as this project rose to the fore. Lam, your being on point during our long days is deeply appreciated, too. Great job, team—you also saved us a good chunk of change in the process!

TEAM LEGAL + FINANCE

Liz, Katherine, Reeves, Patrick

It was invaluable to have sharp eyes on our talk tracks and graphics—no easy task, given the volume of content represented by MPOWER 2018. As a result, fully 7% of our 615 screen graphics had appropriate footnotes and disclaimers. I'd like to give a shout out to Finance, too, for helping finalize master service agreements, and more, with our agency partners. Thank you, teams!

TEAM CTO + LABS

Raj, Christiaan, Charles, Eric, Bill

We appreciate your critical eye on technical language, appropriate use of code, and on-a-dime support of queries to ensure we put forward our best innovation foot. Thank you!

TEAM HR

Chatelle, Jenn, Bria, Amy

Thank you for helping promote and support MPOWER as not just an external event, but also as an employee happening (I know that our family of co-workers appreciates being part of the story as it unfolds across the fourth quarter). Thank you for giving us such a powerful culture story with our Values and Pledge. And thank you for partnering every year to find a way to show the global presence of our 7,000+ employees (in 2018, as an embedded movie, with their names giving shape to the world's continents). You're the best!

TEAM PR + AR + SOCIAL

Jaime, Ernest, Lisa, Gavin, Ruby, Melissa, Sebrina, Michelle

Thank you for upping the game, and growing our PR and social numbers every year. And thank you for taking our embargoed talk tracks and prepping them for effective translation in conversations with analysts and press. A small team, maybe, but mighty, without doubt!

TEAM HUB + INTERNAL COMMS

Laura, Cheryl, Emily

Thank you for making MPOWER a star on the Hub, for a video featuring our stage, for reportage that put our employees on the ground, for rolling thunder as the geos went live in turn. Your coordination of live streaming from LAS for employee watch parties is a big job, but it's awesome that you make it happen. The volume of your MPOWER remit, and its effectiveness, is inspiring. I hope you know that people are talking. Thank you!

TEAM LEAD

Allison

Thank you for always seeing the road forward and for deftly marshalling us to each destination in turn. You're a fearless explorer of ideas, a skilled navigator of changing terrain, a master writer, and an inspired (and inspiring!) leader. On behalf of our global MPOWER audience, and the many talented hands on deck here, thank you for the MPOWER 2018 journey!

Please forward to any team member I may have missed (with my apologies).

Thx,
Mark