



## WalkMe Establishes International Digital Adoption Professionals (DAP) Day to Honor Individuals Shaping the Future of Digital Transformation

July 27, 2022

*Announces date for Elevate, the world's largest career development event for DAP Professionals; Opens nominations for first-ever Top 100 DAP Professionals list, #DAPP100*

SAN FRANCISCO, July 27, 2022 /PRNewswire/ -- [WalkMe Ltd.](#) (NASDAQ: WKME), a leading provider of digital adoption solutions, today announced it has officially established International Digital Adoption ([DAP](#)) Professionals Day as a registered holiday, taking place the last Thursday of each July. DAP Professionals Day honors individuals advancing the use of digital technologies within their organization to drive return on technology investments. WalkMe also announced that [Elevate](#), the DAP Professionals event, will be taking place **October 25-27, 2022**, virtually and in-person. And to recognize the industry's brightest and most respected individuals in digital adoption, WalkMe opened nominations for the first-ever Top 100 DAP Professionals list, the [DAPP100](#).



Digital adoption has emerged as a game changer for organizations looking to maximize the value of their technology investments. With it comes demand for new technology skills and career opportunities for those who upskill first and stay on the pulse of digital adoption trends. DAP Professionals directly impact the success of digital transformations and their companies' bottom lines. WalkMe Elevate is designed to propel the careers of DAP Professionals forward, a career path that continues to grow each year. Today, more than 14,000 people on LinkedIn include "Digital Adoption" on their profile.

"DAP Professionals are the trailblazers enabling the adoption of new technologies as part of their organizations' overall digital transformation strategy," said **Wayne McCulloch, Chief Customer Officer, WalkMe**. "They are integral players in the success of a company's digital investments. It's an honor to establish a registered holiday for these individuals, and we can't wait to host the world's top DAP Professionals at Elevate 2022."

WalkMe Elevate will host 25+ live sessions and workshops both virtually and in-person in San Francisco, including a keynote celebrating the achievements of notable DAP Professionals and breakout sessions highlighting customer stories. Through workshops and certification opportunities, attendees will learn the latest in using digital adoption technologies to operationalize digital strategy and drive business outcomes that matter, positioning themselves as central to achieving critical business results.

Nominations for the Top 100 DAP Professionals list open on International DAP Professionals Day, July 28th, and close on August 18th at 11:59 p.m. PST. The list will be determined by crowdsourced voting, which will open on August 25th and close on September 8th at 11:59 p.m. PST. The final list will be announced in a press release in September and honored during Elevate. All are welcome to nominate themselves or someone else who has designed or implemented a digital adoption strategy (WalkMe and other DAP solution provider employees excluded). For more information on the Top 100 DAP Professionals list visit <https://www.walkme.com/events/elevate/>

[Click to Tweet:](#) See you there! @WalkMeInc #Elevate22 is coming October 25-27. Save the date here <https://www.walkme.com/events/elevate/>

[Click to Tweet:](#) Nominate yourself or someone else for the world's first Top 100 DAP Professionals list #DAPP100 <https://form.typeform.com/to/wWaiOQRR> @WalkMeInc #DAPPProDay

[Click to Tweet:](#) Happy International Digital Adoption (DAP) Professionals Day! Thank you for working behind the scenes to improve digital adoption and elevate the digital experience for all. <https://nationaltoday.com/digital-adoption-professionals-day/> #DAPPProDay #DAPP100 #Elevate22 @WalkMeInc

### Additional Resources:

- Visit the [WalkMe Website](#)
- Read the [WalkMe Blog](#)

### About WalkMe

WalkMe's cloud-based Digital Adoption Platform enables organizations to measure, drive and act to ultimately accelerate their digital transformations and better realize the value of their software investments. Our code-free platform leverages our proprietary technology to provide visibility to an organization's Chief Information Officer and business leaders, while improving user experience, productivity and efficiency for employees and customers. Alongside walkthroughs and third-party integration capabilities, our platform can be customized to fit an organization's needs.

## Special Note Regarding Forward-Looking Statements:

Certain statements in this press release may constitute "forward-looking" statements and information, within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995 that relate to our current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "may," "might," "will," "could," "would," "should," "expect," "plan," "anticipate," "intend," "seek," "believe," "estimate," "predict," "potential," "continue," "contemplate," "possible" or similar words. These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors, including, without limitation, the following: our ability to manage our growth effectively, sustain our historical growth rate in the future or achieve or maintain profitability; the impact of the COVID-19 pandemic or adverse macro-economic changes on our business, financial condition and results of operations; the growth and expansion of the markets for our offerings and our ability to adapt and respond effectively to evolving market conditions; our estimates of, and future expectations regarding, our market opportunity; our ability to keep pace with technological and competitive developments and develop or otherwise introduce new products and solutions and enhancements to our existing offerings; our ability to maintain the interoperability of our offerings across devices, operating systems and third-party applications and to maintain and expand our relationships with third-party technology partners; the effects of increased competition in our target markets and our ability to compete effectively; our ability to attract and retain new customers and to expand within our existing customer base; the success of our sales and marketing operations, including our ability to realize efficiencies and reduce customer acquisition costs; the percentage of our remaining performance obligations that we expect to recognize as revenue; our ability to meet the service-level commitments under our customer agreements and the effects on our business if we are unable to do so; our relationships with, and dependence on, various third-party service providers; our dependence on our management team and other key employees; our ability to maintain and enhance awareness of our brand; our ability to offer high quality customer support; our ability to effectively develop and expand our marketing and sales capabilities; our ability to maintain the sales prices of our offerings and the effects of pricing fluctuations; the sustainability of, and fluctuations in, our gross margin; risks related to our international operations and our ability to expand our international business operations; the effects of currency exchange rate fluctuations on our results of operations; challenges and risks related to our sales to government entities; our ability to consummate acquisitions at our historical rate and at acceptable prices, to enter into other strategic transactions and relationships, and to manage the risks related to these transactions and arrangements; our ability to protect our proprietary technology, or to obtain, maintain, protect and enforce sufficiently broad intellectual property rights therein; our ability to maintain the security and availability of our platform, products and solutions; our ability to comply with current and future legislation and governmental regulations to which we are subject or may become subject in the future; changes in applicable tax law, the stability of effective tax rates and adverse outcomes resulting from examination of our income or other tax returns; risks related to political, economic and security conditions in Israel; the effects of unfavorable conditions in our industry or the global economy or reductions in information technology spending; factors that may affect the future trading prices of our ordinary shares; and other risk factors set forth in the section titled "Risk Factors" in our Annual Report on form 20-F filed with the Securities and Exchange Commission on March 24, 2022, and other documents filed with or furnished to the SEC. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this press release. You should not put undue reliance on any forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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