

# SEPTEMBER 17 AGENDA - BOSTON



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|-----------------|--|---|---|
| 9:00 am         | Welcome! Doors open, registration, coffee & pastries   |   |   |
| 9:30-9:55 am    | Shaping the Future: Customer Marketing Transformation & Insights<br>Gal Biran, Base - Customer-Led Growth & Impact   |   |   |
| 9:55-10:20 am   | Rolling Out 5 Customer Programs In One Year<br>Christopher Irwin-Dudek, Global Head Corporate Communications, NICE   |   |   |
| 10:20-10:45 am  | Learning from Influitive and Advocacy 2.0<br>Mark Organ, Founding CEO of Influitive  |   |   |
| 10:45-11:10 am  | Building Authentic Advocates: Nurture Journeys & Multi-touch Attribution at Scale<br>Erica Bartsch<br>Head of Customer Marketing & Advocacy, Payments, J.P. Morgan |   |   |
| 11:10-11:30 am  | Break  |   |   |
|                 | TRACK 1: Customer Advocacy, and References   | TRACK 2: Customer & Community Led Growth, & Lifecycle Marketing   | CMO TRACK   |
| 11:30-11:55 am  | Optimizing Customer References in Complex Organizations<br>Cari Rivan<br>Director, Customer Success & Experience, Infor  | Evolution of Customer Marketing Programs<br>Evan Jacobs<br>Director of Customer & Partner Marketing, Chainalysis  | The CMO Track will consist of a series of sessions designed to unfold the strategic impact of Customer-Led Growth, explore Lifecycle/Retention Marketing strategies and influence on NRR, understand community-led motions, and more. |
| 11:55-12:20 pm  | Developing Executive Customer Programs and KPIs for Effective Measurement<br>Nathalie Bar<br>Head of Customer Advocacy and Global Campaigns, Temenos               | 5 Tips to Maximize Executive Events for Advocacy<br>Angela Wells<br>Senior Director, Customer Advocacy and Executive Programs, Splunk<br>Amanda Crocker<br>Senior Customer Advocacy Manager, Splunk |   |
| 12:20 - 12:45pm | Showcasing Value to Stakeholders: Using Base to Measure Engagement and Drive Customer Programs<br>Lisa Kaspari<br>Customer Advocacy Analyst, Docebo                | Empowering Businesses to Build Unique and Thriving Communities<br>Mo Malayeri<br>CEO & Co-founder at Bettermode<br>NICE Community Team  |   |

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| 12:45-1:45 pm  | Lunch   |   |
|                | TRACK 1: Customer Advocacy, and References  | TRACK 2: Customer & Community Led Growth, and Lifecycle Marketing   |
| 2:35-3:00 pm   | <p>Building Awards Programs</p> <p>Cate Vanasse<br/>Director of Customer Marketing, Talkdesk</p>  | <p>Leveraging Advocacy for Retention: Integrating Advocates into ABM Testing Strategies</p> <p>Kyra Hennessy<br/>Head of Global Customer Marketing, Redis</p>   |
| 3:00-3:25 pm   | <p>World-Class Video Testimonials - Fully Remotely!</p> <p>How to create stunning customer testimonial videos using only your customer's smartphone.</p> <p>Sam Shepler<br/>CEO at Testimonial Hero</p> | <p>How to Leverage Customer Feedback to Increase Usability</p> <p>Kathleen Kliskey<br/>Senior Manager, Customer Advocacy, Barracuda</p>   |
| 3:25-3:45 pm   | Break   |   |
| 3:45-4:10 pm   | <p>How NICE Harnesses the Power of Community in Customer Advocacy Programs</p> <p>Kara Bankhead<br/>Director of Customer Advocacy, NICE</p>   | <p>Crawl, Walk, Run: Customer Marketing from the Ground Up</p> <p>Katie Strange<br/>Sr. Director, Customer Marketing &amp; TBM Programs, Apptio, an IBM Company</p> <p>Lauren Rappold<br/>Senior Marketing Programs Manager, Apptio, an IBM Company</p> |
| 4:10 - 4:35 pm | <p>How To Build a Scalable Reference Program From the Ground Up</p> <p>Simon LeFevre<br/>Senior Business Process Improvement Manager, Sage</p> <p>Kara Manfredi<br/>Senior Reference Manager, Sage</p>  | <p>Increasing Engagement &amp; Insights from your Customer &amp; Partner Advisory Boards</p> <p>Gavin Nathan<br/>Senior Consultant &amp; Partner, Ignite Advisory Group</p> <p>Cindy Baptiste, VP Global Partnerships, CyberArk</p>                     |

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| <p>4:35 - 5:00 pm</p> | <p>Transforming customer reviews into enterprise-wide battle cards</p> <p>Luis Gonzalez, Head of Global Customer Advocacy, Alteryx</p> | <p>A Panel on How To Apply Customer Marketing Against Different Key Moments In Time To Support Revenue And Production Development</p> <p>David Coates, Senior Director Customer-Led Growth, Forter</p> <p>Christine Davis<br/>Customer Lifecycle Marketing, Augury</p> |
| <p>5:00-5:25 pm</p>   | <p>Scaling Customer Story Production with AI</p> <p>Emily Amos<br/>Founder &amp; CEO, Uplift Content</p>                               | <p>Scaling your Global Community</p> <p>Dani Weinstein, Community Builder &amp; Strategist, DW Consulting</p>  |
| <p>5:30 - 6:30 pm</p> | <p>Customer Awards followed by Dinner and Cocktail Hour</p>  |  |