

SEPTEMBER 17 AGENDA - BOSTON



9:00 am	Welcome! Doors open, registration, coffee & pastries	
9:45-10:10 am	Shaping the Future: Customer Marketing Transformation & Insights Gal Biran, Base - Customer-Led Growth & Impact	
10:10 - 10:35 am	Rolling Out 5 Customer Programs In One Year Christopher Irwin-Dudek, Global Head Corporate Communications, NICE	
10:35 - 11:00 am	Learning from Influitive and Advocacy 2.0 Mark Organ, Founding CEO of Influitive	
11:00 - 11:15	Break	
	TRACK 1: Customer Advocacy, and References	TRACK 2: Customer & Community Led Growth, & Lifecycle Marketing
11:15 - 11:40 am	<p>Optimizing Customer References in Complex Organizations</p> <p>Cari Rivan Director, Customer Success & Experience, Infor</p>	<p>5 Tips to Maximize Executive Events for Advocacy</p> <p>Angela Wells Senior Director, Customer Advocacy and Executive Programs, Splunk</p> <p>Amanda Crocker Senior Customer Advocacy Manager. Splunk</p>
11:40 - 12:05 pm	<p>Developing Executive Customer Programs and KPIs for Effective Measurement</p> <p>Nathalie Bar Head of Customer Advocacy and Global Campaigns, Temenos</p>	<p>Crawl, Walk, Run: Customer Marketing from the Ground Up</p> <p>Katie Strange Sr. Director, Customer Marketing, Apptio, an IBM Company</p> <p>Lauren Rappold Senior Marketing Programs Manager, Apptio, an IBM Company</p>
12:05 - 12:30 pm	<p>Driving Revenue Growth: Implementing a Reference Program for Maximum Sales Adoption</p> <p>Simon LeFevre Senior Business Process Improvement Manager, Sage</p> <p>Kara Manfredi Senior Reference Manager, Sage</p>	<p>Evolution of Customer Marketing Programs</p> <p>Evan Jacobs Director of Customer & Partner Marketing, Chainalysis</p>

12:30 - 12:55 pm	<p>Building Awards Programs</p> <p>Cate Vanasse Director of Customer Marketing, Talkdesk</p>	<p>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>
1:00 - 1:45 pm	Lunch	
1:45 - 2:15 pm	Customer Awards	
2:15 - 2:40	<p>PANEL: Customer Programs - Lifecycle marketing programs and metrics, community and CAB and tying them all together</p> <p>Irwin Hipsman, Customer Marketing Director and Founder of Repetitos</p> <p>Victoria LaPlante, Customer Marketing & Advocacy Professional</p> <p>Alyson Tapley, Director, Customer Lifecycle Marketing, Rapid7</p>	
	TRACK 1: Customer Advocacy, and References	TRACK 2: Customer & Community Led Growth, and Lifecycle Marketing
2:40 - 3:05 pm	<p>Transforming customer reviews into enterprise-wide battle cards</p> <p>Luis Gonzalez, Head of Global Customer Advocacy, Alteryx</p>	<p>Leveraging Advocacy for Retention: Integrating Advocates into ABM Testing Strategies to avoid BURNOUT</p> <p>Kyra Hennessy Head of Global Customer Marketing, Redis</p>
3:05- 3:30 pm	<p>Let Your Customers Shine: Building a Winning Customer Reference Program</p> <p>Kara Bankhead Director of Customer Advocacy, NICE</p>	<p>Creating Win-Win Advocacy by Deepening Customer Connections</p> <p>Kathleen Kliskey Senior Manager, Customer Advocacy, Barracuda</p>
3:30 - 3:50 pm	Break	

<p>3:50 - 4:05 pm</p>	<p>10 Things I Learned Making 2,000 B2B Video Testimonials</p> <p>Sam Shepler CEO at Testimonial Hero</p>	<p>Empowering Businesses to Build Unique and Thriving Communities</p> <p>Mo Malayeri CEO & Co-founder at Bettermode</p> <p>NICE Community Team</p>
<p>4:05 - 4:30 pm</p>	<p>Using AI In Customer Marketing</p> <p>Ryan Quindlen, Director of Content, Laudable</p> <p>Luis Gonzalez, Head of Global Customer Advocacy, Alteryx</p>	<p>Workshop: Increasing Engagement and Insights from your Customer and Partner Advisory Boards</p> <p>Gavin Nathan Senior Consultant & Partner, Ignite Advisory Group</p> <p>Cindy Baptiste, VP Global Partnerships, CyberArk</p>
<p>4:30 - 4:55 pm</p>	<p>Scaling Customer Story Production with AI</p> <p>Emily Amos Founder & CEO, Uplift Content</p>	<p>Scaling your Global Community</p> <p>Dani Weinstein, Community Builder & Strategist, DW Consulting</p>
<p>5:00 - 6:00 pm</p>	<p>Customer Awards followed by Dinner and Cocktail Hour</p>	