

AUGUST 22 AGENDA - SAN FRANCISCO



9:00 am	Welcome! Doors open, registration, coffee & pastries	
10:00 - 10:25	Shaping the Future: Customer Marketing Transformation & Insights Gal Biran, Base.ai	
10:25 - 10:50	The Evolution of Customer Marketing: From Generic CX To Revenue Champs Lisa Nakano, Customer Engagement Executive	
10:50 - 11:15	Scaling and Evolving Customer Marketing Programs Julie Perino, Head of Global Customer Marketing, Adobe	
11:15- 11:30 am	Break	
	TRACK 1: Customer Marketing, Advocacy, and References	TRACK 2: Customer & Community Led Growth, and Lifecycle Marketing
11:30 - 11:55am	Showcasing Value to Stakeholders: Using Base to Measure Engagement and Drive Customer Programs Lisa Kaspari, Customer Advocacy Analyst, Docebo	Fueling Growth Through Community and Advocacy: Strategies for Top-of-Funnel Success DeMario Bell, Senior Community Manager, Global Marketing, Culture Amp
11:55 - 12:20pm	Best Practices Within Customer Advocacy Metrics and Reporting Erica Bussey, Customer Advocacy Manager, Seismic	Navigating Growth: From Startup to ScaleUp, combining Customer Marketing & Competitive Intelligence Michael Sholz, VP Product & Customer Marketing, Commercetools
12:20 - 12:45pm	Scaling Customer Case Studies: Mastering Storytelling and Video Content Jacqueline Gu, Senior Product Marketing Manager, Customer Marketing, Fastly	The Emotional Touchpoints of Customer Marketing Adrian Chang, VP, Growth & Customer Marketing, Mindtickle

12:45 - 1:30 pm	Lunch	
1:30 - 1:55 pm	Learning from Influitive and Advocacy 2.0 Mark Organ, Founding CEO of Influitive	
1:55 - 2:20 pm	Rolling Out 5 Customer Programs In One Year Christopher Irwin-Dudek, Global Head Corporate Communications, NICE	
	TRACK 1: Customer Marketing, Advocacy, and References	TRACK 2: Customer & Community Led Growth, and Lifecycle Marketing
2:30 - 2:55pm	Winning the Content Game: Level Up Your Customer Evidence Strategy Bianca Del Vecchio, Managing Consultant, Captivate Collective	Empowering Businesses to Build Unique and Thriving Communities Mo Malayeri CEO & Co-founder at Bettermode with NICE Community Team
2:55 - 3:20pm	Panel on Executive Program Development, Experiences, and Growth Robert Solby, Senior Marketing Manager, Executive Programs, Adobe Kalina Bryant, UnapologeTECH Founder	Harnessing Customer Data: Strategies for Effective Utilization Irwin Hipsman, Customer Marketing Director and Founder of Repetitos
3:20 - 3:40pm	Break	
3:40 - 4:05pm	Developing Executive Customer Programs and KPIs for Effective Measurement Nathalie Bar, Head of Customer Advocacy and Global Campaigns, Temenos Sonia Starova, Customer Advocacy Manager, Temenos	Scaling your Global Community Dani Weinstein, Community Builder & Strategist, DW Consulting

<p>4:05 - 4:30pm</p>	<p>Building and Launching a Customer Marketing Program: Your 30-60-90 Day Plan</p> <p><i>Antu Buck, Director, Customer Marketing & Community, Gigamon</i></p>	<p>Aligning Your Program with Your Customers Objectives</p> <p><i>Jonny Prestidge, Marketing Manager, NICE CLUB ONE</i></p>
<p>4:30 - 4:55pm</p>	<p>Maximizing Customer Awards: Best Practices, Leadership Buy-In, and Leveraging Customer Stories</p> <p><i>Thao Littler, Customer Marketing Manager, Crunchtime</i></p>	<p>The Interconnection of Customer-Led Growth, Customer-Driven Innovation, and Community Building.</p> <p><i>Scott Wilder, Head of Digital Success and Self-Serve, Clari</i></p>
<p>5:00 - 6:00pm</p>	<p>Customer Awards followed by Dinner and Cocktail Hour</p>	