

Gartner Customer Experience & Technologies Summit 2018

24 – 25 May / London, UK / gartner.com/eu/cx



Agenda at a Glance



When attending this event, please refer to the Gartner Events mobile app for the most up to date session and location information

Agenda as of **23 January 2018** and subject to change

TRACKS	A. Architecting the CX Solutions Portfolio	B. Manage Customer Data	C. Strategy & Culture	D. Looking into the Next Gen of CX	Ask the Analyst Roundtables* & Workshops*		
	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);"> Thursday 24 MAY 2018 </div> <div> 07:45 – 20:00 Registration and Information 09:00 – 09:45 Welcome and Gartner Opening Keynote: Superior Customer Experience — The Winner Takes It All Ed Thompson 09:45 – 10:30 Guest Keynote </div> </div>						
10:30 – 11:30	Refreshment Break in the Solution Showcase						
11:30 – 12:15	The 10 Technology Predicts That You Need to Know When Developing Your Customer Strategy Gene Alvarez	The CX Data and Analytics Scenario: Why Customer Analytics Should be Your No. 1 Investment in 2018 Gareth Herschel	The 10 Habits of Customer-Centric Organizations in the Age of Digital Business Olive Huang	Using AI Conversational Platforms for Customer Experience; Better, Faster and Cheaper Anthony Mullen	11:15 – 12:00 Ask the Analyst: CX Strategy Moderator: Ed Thompson	11:00 – 12:30 Workshop: Designing the B2B Customer Experience with Moments of Truth Facilitator: Ilona Hansen	
12:30 – 13:00	MQ and CC Workforce Engagement Management WEM Jim Davies	Contextual Analytics — Increasing Relevancy to Improve Customer Understanding and Engagement Jim Hare	How to Measure the Customer Experience Ed Thompson	Prepare for the Next Generation of Customers, Today Brian Manusama			
13:00 – 14:15	Lunch in the Solution Showcase						
14:15 – 14:45	Solution Provider Sessions				Vendor User Roundtable	14:15 – 15:45 Workshop: Creating a Digital Customer Experience Vision Facilitator: Gene Alvarez	
15:00 – 15:45	Operationalising the Voice of the Customer Jim Davies	Digital Ethics: Getting Your Customers' Trust in the Digital Society Frank Buytendijk	Top Emerging Trends and Their Impact on Customer Engagement Don Schreiberreif	How to Use AI to Create the Customer Experience of the Future Jessica Ekholm	15:00 – 15:45 Ask the Analyst: Customer Analytics Moderator: Gareth Herschel		
15:45 – 16:15	Refreshment Break in the Solution Showcase						
16:15 – 16:45	Solution Provider Sessions				Vendor User Roundtable	16:15 – 17:45 Workshop: Influencing Your Stakeholders Facilitator: Rob Geraghty, Executive Coach and Expert on Influencing and Presenting	
17:00 – 17:45	Getting True Value out of Customer Journey Mapping Brian Manusama	The Myth and Reality of Single Customer View, Customer Journey Orchestration and Customer Identity and Access Management Lori Robinson	Bridge Silos of Customer Engagement to Achieve Unified Customer Experiences Gene Phifer	Taking an Outside-in View to Improve the Customer Experience Michael Maziarka	17:00 – 17:45 Ask the Analyst: How to Lead Data-Driven Culture Change Moderator: Frank Buytendijk		
17:45 – 19:45	Networking Reception in the Solution Showcase						
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);"> Friday 25 MAY 2018 </div> <div> 07:45 – 16:30 Registration and Information 08:30 – 09:15 Use Design Thinking to Integrate Customer Experience Into Your Digital Platforms Gene Phifer </div> </div>							
08:30 – 09:15	"Get Privacy": Use GDPR as Foundation Guide for Customer Data & Analytics Prerequisites Bart Willemsen	Six Steps to Change Leadership — The Escape Model Janelle Hill	Being There — Giving Users a Sense of Presence in a Virtual Reality Marty Reznick	08:30 – 09:15 Ask the Analyst: B2B and Customer Experience Moderator: Ilona Hansen	08:30 – 09:15 Ask the Analyst: How to Select the Right Web Content Management Offering for your CX Needs Moderator: Mick MacComascaigh		
09:30 – 10:00	Solution Provider Sessions				Vendor User Roundtable	09:30 – 10:15 Ask the Analyst: Personalize Digital Commerce Moderator: Gene Alvarez	
10:00 – 10:30	Refreshment Break in the Solution Showcase						
10:30 – 11:15	End-User Case Studies				10:30 – 11:15 Ask the Analyst: What You Need to Know About GDPR Moderator: Bart Willemsen	10:30 – 12:00 Workshop: Design Thinking for Innovation Facilitator: James Carolan	
11:30 – 12:15	Digital Commerce Goes Immersive With Augmented and Virtual Reality Marty Reznick	The Where Factor: Using Location Intelligence to Improve Customer Experience Jim Hare	Improving the Employee Experience to Drive Superior Customer Experiences Jim Davies	It Is Not About You — It Is About Your Customers' Future Experiences! Jessica Ekholm			
12:15 – 13:15	Lunch in the Solution Showcase						
13:15 – 14:00	Craft Your Next-Generation Customer Engagement Hub to Deliver a True Understanding of Your Customer Life Cycle Olive Huang	Choose the Right Consumer Identity and Access Management Solution to Enable Superior Digital Customer Experience Lori Robinson	Five Myths of Innovation Janelle Hill	Digital Commerce Platforms 2025 — Commerce That Comes to You Gene Alvarez	13:15 – 14:00 Ask the Analyst: Voice of the Customer Moderator: Jim Davies		
14:15 – 14:45	Personalization Options for Enabling Better Customer Experiences Mick MacComascaigh	Analytics Best Practices to Improve Your Customer Retention Gareth Herschel	Customer Success Management: The Cornerstone to Increasing Customer Lifetime Value Michael Maziarka	The Impact of AI-Related Technologies Today on Your B2B Organizations CX of Tomorrow Ilona Hansen	14:15 – 15:00 Ask the Analyst: How Chatbots Will Change the Way You Engage With Your Customers Moderator: Anthony Mullen		
14:45 – 15:15	Refreshment Break in the Solution Showcase						
15:15 – 16:00	Guest Keynote						
16:00 – 16:05	Closing Remarks Brian Manusama						