

2018 Agenda At A Glance



AMA CINCINNATI PRESENTS
IGNITE!

THURSDAY

SEPTEMBER 20 • 84.51°

- 3:00–5:00 p.m. BONUS WORKSHOP**
Amplifying Weirdness & Embracing Weakness to Make Your Business and Your Customers' Experience of it Stand Out
—Stan Phelps
- 5:30–7:30 p.m. VIP Reception**

FRIDAY

SEPTEMBER 21 • Cintas Center

- 7:30–8:15 a.m. Check-In and Networking in Experience Lounge**
- 8:15–8:30 a.m. Welcome Remarks**
- 8:30–9:30 a.m. OPENING PLENARY KEYNOTE**
Yellow Goldfish: Driving Customer Experience and Employee Engagement via Happiness
—Stan Phelps,
- 9:30–9:50 a.m. Break, Journey to Track Sessions**
- 9:50–10:35 a.m. Track Sessions**

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| INSIGHTS & MOMENTS THAT MATTER | Consumer Clarity — The New Consumer: The customer experience redefined |
| CORPORATE STORIES & STRATEGIES | Screen Education & EMI: The corporate ethics and customer experience implications of teen smartphone addiction |
| ENGAGEMENT & ADVOCACY | LPK — Beyond Automation: Scaling services with machine learning and artificial intelligence, <i>screen reader support enabled</i> |
| EXPERIENTIAL LEARNING | Evan Carroll — Using Insights to Drive CX, Part 1 |

- 10:35–10:45 a.m. Break, Journey to next Track Sessions**
- 10:45–11:30 a.m. Track Sessions**

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| INSIGHTS & MOMENTS THAT MATTER | US Playing Card — High Tech, Low Tech, No Tech: Working together for the best experience |
| CORPORATE STORIES & STRATEGIES | Vocalink Global — Customer Experience in the Enterprise Globalization Strategy |
| ENGAGEMENT & ADVOCACY | Insights Central and Customer Intelligence: CX research without ROI regret |
| EXPERIENTIAL LEARNING | Evan Carroll — Using Insights to Drive CX, Part 2 |

- 11:30 a.m.–Noon Break, Journey to Lunch, Experience Lounge**

- Noon–12:10 p.m. Keynote Introduction**
- 12:10–1:10 p.m. LUNCHTIME PLENARY KEYNOTE**
Essential Conversation with Chick-fil-A, Spectrum Reach & AMA: The Role of CX in the Evolution and Elevation of Great Brands
- 1:10–1:40 p.m. Break, Experience Lounge, Journey to Track Sessions**
- 1:40–2:25 p.m. Track Sessions**
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| INSIGHTS & MOMENTS THAT MATTER | Palladium Marketing — Corporate Visits: The human behavioral dynamics behind creating lasting, memorable, and personalized customer experiences |
| CORPORATE STORIES & STRATEGIES | Wilke Global — Bridging the Gap: Why customer service is the jelly to marketing's peanut butter! |
| ENGAGEMENT & ADVOCACY | Regal Beloit — Journey Mapping & the B2B User Experience |
| EXPERIENTIAL LEARNING | The Garage Group — Jobs To Be Done, Part 1 |
- 2:25–2:35 p.m. Break, Journey to Track Sessions**
- 2:35–3:20 p.m. Track Sessions**
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| INSIGHTS & MOMENTS THAT MATTER | 84.51° — Digital's Trust Problem: How transparency and relevancy are the solution |
| CORPORATE STORIES & STRATEGIES | HyperDrive and LaRosa's — Fostering a Culture Built on CX |
| ENGAGEMENT & ADVOCACY | NextNow: Emerging virtual technologies, the power of awe, and the future of brand marketing |
| EXPERIENTIAL LEARNING | The Garage Group — Jobs To Be Done, Part 2 |
- 3:20–4:00 p.m. Break, Journey to Plenary, Experience Lounge**
- 3:30–6:00 p.m. Bar open!**
- 4:00–5:00 p.m. CLOSING PLENARY KEYNOTE**
From “Yes, but” to “Yes, and” — in CX and beyond! Why collaboration rules the future
—Kathy Klotz-Guest
- 5:00–5:15 p.m. Closing Remarks**
- 5:15–6:00 p.m. Closing Reception in Experience Lounge**