

2019 Agenda At A Glance

THURSDAY

SEPTEMBER 26 • 84.51°

- 4:00–6:00 p.m. **BONUS WORKSHOP**
The Shared Ship
- **Geno Church**
IGNITE! Keynote Speaker and Captain of the Shared Ship
 - **Brian Passon**
Co-Captain of the Shared Ship
- 6:00–7:30 p.m. Opening Reception

FRIDAY

SEPTEMBER 27 • Cintas Center

- 8:00–9:00 a.m. Check-In, Breakfast, and Networking in Experience Lounge
- 9:00–9:10 a.m. Opening Remarks
- 9:10–10:10 a.m. **MORNING KEYNOTE**
I See You: Enhance the Customer Experience Via Your Sense of Vision
- **Julie Spencer Washington**
Founder and President, Inspired Actions

Former CMO, Champion Petfoods and Jamba Juice, and Marketing Leader at Procter & Gamble, Gillette, and Nestle Purina

10:10–10:20 a.m. Break

10:20–11:10 a.m. **Session One**

OPERATIONS TRACK	How User-Centric Design Makes Customers Successful: The Key to Adoption and Retention Anya Gerasimchuk <i>Director of User Experience at GE Aviation Digital</i>
ONLINE TRACK	Product or Campaign Thinking: The Digital Intersection of Two Lifecycles Lydia Henshaw <i>Founder and CEO at MoxieGirl</i>
OFFLINE TRACK	At the Intersection of Culture and the Consumer David McGlynn <i>Senior Vice President of Strategy & Marketing at Planes Companies</i>

11:10–11:20 a.m. Break

11:20 a.m.–

12:10 p.m.

Session Two

OPERATIONS TRACK	Maturing Your User Experience Team Cristine Cravens <i>Senior User Experience Designer / User Research Lead at Kroger</i>
ONLINE TRACK	Embracing a “Pinball” Customer Journey Matt Nitzberg <i>Global Head of Commercial Development at Nepa</i>
OFFLINE TRACK	Scalable Tools for Your CX Program Marilyn Cox <i>Vice President of Marketing at Clubessential Holding Company</i>

12:10–1:30 p.m. **LUNCH HUDDLES**

1:30–3:00 p.m. **Workshops**

OPERATIONS TRACK	How to Win with a Purpose-Driven Marketing Strategy Anne Oudersluys <i>Owner & Principal at Core Impact</i>
ONLINE TRACK	UX Writing: The Key to a Better Digital CX Autumn Cayabyab <i>Senior Content Strategist (Product Design & UX) at Paycor</i>
OFFLINE TRACK	Design Thinking for Customer Experience Applications Jeff Hendrickson <i>Senior Experience Architect at GE Aviation in Washington, DC</i>

3:00–3:15 p.m. Break. Bar opens!

3:15–4:15 p.m.

AFTERNOON KEYNOTE
Think Like a Pirate to Build Cultures of Greatness

- **Geno Church**
Captain of the Shared Ship
Former Discovery and Strategy Director, Brains on Fire

4:15–4:30 p.m. Closing Remarks

4:30–5:30 p.m. Networking and Reception with Live Music

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