CXUX Intensive 2017 Interactive Customer & User Experience Workshop Summit

October 26-27, 2017 | San Diego, CA

GET 13 CPE CREDITS!

www.JPKGroupSummits.com
Reasons to Attend

Our forums allow attendees to learn and share best practices, walk away with real-concrete, actionable solutions and expand their professional skill sets. The agenda allows you to choose between multiple break out session options so you and your team can converse and interact with other attendees and presenters. By attending, you and your group will walk away with invaluable-actionable examples, insights and connections that will help you tackle challenges in your current role.

Unique Format

We understand not everyone learns at the same pace or delivery method. Our learning sessions range from 1 hour keynote sessions, to longer workshop sessions and interactive group dialogue and discussion sessions that offer more hands-on, interactive learning. These sessions are designed to help each attendee get the absolute most out of the other attendees and speakers.

What's Included

Along with the excellent learning and networking opportunities, your tuition fee covers a full, hearty breakfast, lunch, snacks and refreshments for both days. Also, stay after the last session on day 1 for our networking reception and relax with drinks while you network with your peers in a vendor-free atmosphere.

LEARN. CONNECT. TRANSFORM.

This intensive 2 day workshop summit provides attendees a chance to dive deep into multiple Customer & User Experience topics. Each day begins and ends with a strategic and motivational keynote with a selection of 2-3 hour intense, interactive workshops in-between that allow attendees customize their own workshop schedule and to not only learn new strategies, but actually create, strategize and formulate frameworks, plans and actionable solutions to bring to their organization.

Everyone at the summit will be involved in extensive dialogue and walk away with valuable information, personal growth and useful resources and connections.

We pride ourselves in providing an unmatched learning atmosphere free of exhibitors or software vendors pushing their products allowing attendees to focus on methodology, best practices and strategy that can work within their organization, industry and department. The high level of attendee/speaker collaboration and engagement at the intensive summit truly makes this a unique and favorable offering.

Attendees from a wide range of industry and functional backgrounds make it a goal to attend our educational offerings every year. This broad makeup provides exceptional networking opportunities to enhance attendees’ experience at the event, as well as building lasting relationships for continued learning well into the future.
### THURSDAY, OCTOBER 26, 2017 AGENDA

**7:45 am Registration and Breakfast**
**8:15 am Welcome and Opening Comments**

<table>
<thead>
<tr>
<th>8:30 am – 9:30 am Opening Keynote: Deciphering the Experience Impact</th>
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<td>This keynote will walk through day in your customer eye’s. Understand the effects and impact of their journey and experience of your product and services. Understand the cascading relationship that your customer and user experience strategy can have on your business, from your front line staff all the way to your top stakeholders and executives.</td>
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| 9:30 am 15 Minute Networking and Refreshment Break |

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<tr>
<th>9:45 am – 12:15 pm Crafting &amp; Prioritizing the Experience Plan – Workshop</th>
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<td>Develop and map your experience execution plan. Understanding timelines, gaining executive approval, achieving front-line buy-in, proving ROI, avoiding roadblocks and more. Craft a customized plan that fits your department, organization and industry. Attendees will discuss key questions, worries and potential pitfalls and leave with an actionable plan that is realistic and achievable.</td>
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<th>9:45 am – 12:15 pm Innovation through Experience Design – Workshop</th>
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<td>Grow and develop products and services that have importance and are critical for your users. Discover new user insight inputs and turn customer and user feedback into successful product integrations. Capitalize on new technology to enable real-time feedback and allow your development and insight teams to reach their full potential. Gain insights into Rapid Design techniques that can take your products and services to the next level.</td>
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| 12:15 pm Lunch |

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<th>1:15 pm – 3:15 pm Experience Journey-Mapping – Workshop</th>
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<td>Analyze and optimize your customer and user’s journey and touchpoints to improve the experience and gain insights. This key step in the experience plan will help uncover trouble areas of the customer experience, help prioritize which areas are most crucial and where to devote the most resources to make the most impact.</td>
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| 3:15 pm 15 Minute Networking and Refreshment Break |

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<th>4:00 pm – 5:00 pm Avoiding the “Customer Metric-Centric Trap”</th>
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<td>This closing keynote address will explore the path toward customer centricity, its intersection with metrics and the pitfalls that many CX focused leaders and organizations can fall into.</td>
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| 5:00 pm Networking Reception |
FRIDAY, OCTOBER 27, 2017 AGENDA

7:45 am Registration and Breakfast
8:15 am Welcome and Opening Comments

8:30 am – 9:30 am Opening Keynote: Next Generation Customer Analytics & Data / Dashboards
By utilizing advanced analytics, insight and experience professionals can identify trends and connections between data, create smarter algorithms, and understand the lag between their actions and their actions’ impact and provide the customer and user with the best experience possible. This strategic keynote will showcase how data and a sound experience strategy can bring the understanding of your customer and users to the next level.

9:30 am 15 Minute Networking and Refreshment Break

9:45 am – 12:15 pm Voice of the Customer – Center of Excellence – Workshop
Customer data doesn’t have to stay in the customer department. Placing customer insights and experience into a leadership function to drive strategy and help it to become a integral, an necessary day to day resource for all stakeholders. Build structure and process that allow insights, feedback, customer data and the priority of experience to help mold initiatives and extend the reach of your customer experience strategy. Collaborate and allow the voice of the customer to be heard through-out all departments and functions.

9:45 am – 12:15 pm Persona Development & Optimization – Workshop
Dive deep into the world of Persona’s and developing content, product and services that have meaning. From marketing, to product innovation, to sales and market development utilizing persona’s can help uncover opportunities and understand your true target market like never before. Going hand in hand with building the experience function, persona development can provide a base of knowledge for your entire organization, while reinforcing the customer experience priority.

12:15 pm Lunch

1:15 pm – 3:15 pm Building the Experience Team – Workshop
Roles, recruiting and resources. Be sure your experience team is ready to step up to any challenge or initiative. Develop a solid plan of action to build and recruit a team that continuously evolves, disseminates the experience plan, and leads from the front. Understand where positional and functional overlaps occur, repercussions of personnel development and churn and key team-building attributes necessary for any successful experience and insights function.

1:15 pm – 3:15 pm CRM Analytics & Data Governance – Workshop
In the new age of customer data a bulletproof customer data governance plan is not only a priority, but a necessity. Understand how to proactively manage customer data privacy and use concerns, mitigate risk and be prepared for any scenario, while still gaining crucial insights and getting the most out of the customer data possible.

3:15 pm 15 Minute Networking and Refreshment Break

3:30 pm – 4:00 pm Closing Remarks: Experience Execution
This closing keynote will explore a real-life execution and case-study of a successful customer experience execution. How it was built, adopted, utilized and it’s continued evolution into the next generation of experience focused businesses.

4:00 pm Adjourn
PRESENTERS

Roy Barnes – President Blue Space Consulting
Customer Experience and Performance Management Expert; Former SVP at Marriott Vacation Club International; Author of “Customer Experience For Dummies”

Adam Sugano – Head of Predictive Modeling and Advanced Analytics at Autodesk
Adam serves as the Head of Predictive Modeling and Advanced Analytics at Autodesk. In this role, he leads a team of both internal and external data scientists charged with delivering innovative, actionable data driven solutions that help empower Autodesk’s customer retention and engagement optimization efforts across the customer lifecycle. Adam holds a B.S. in Mathematics, a M.S. in Biostatistics, and a Ph.D. in Statistics, all from the University of California at Los Angeles.

Jane Riad – Senior Manager, Listening Services Center of Excellence at Cisco Systems
Jane is a seasoned professional driven by passion for achieving excellence in the customer experience. Brining more than 20 years experience leading customer-focused teams to exceed customer expectations. She currently is Senior Manager, Listening Services Center of Excellence at Cisco Systems where she is the global leader responsible for Cisco's customer and partner listening strategy.

Munish Arora – Consultant at USIS Consults
Munish has over 15 years of experience in analytics spanning multiple industries. Managed diverse analytics solutions portfolio and improved business results. Established advanced analytics capabilities and delivered insights that are understandable and actionable. Trusted adviser for executives and organizations who are transforming and modernizing their business using data and analytics capabilities.

Lynn Hunsaker, Customer Experience ROI Strategist at ClearAction
Former President of Silicon Valley Chapter of American Marketing Association; CXPA CX Expert (1 of 17), CustomerThink Featured Columnist (1 of 12), #3 author on CustomerThink; Author of B2B CEM Best Practices Study, Journey to Marketing Ops Maturity Study, Customer Experience Improvement Momentum, Metrics You Can Manage for Success, and Innovating Superior Customer Experience.

Michel Bernaiche – Director, Program Development at Aurora WDC
Former Chairman of the Board of Directors & Interim CEO at SCIP (Strategic and Competitive Intelligence Professionals); Former Senior Manager Competitive Intelligence at Dunkin' Brands; Former Manager of National Competitive Intelligence at SUPERVALU.
Arik Johnson – Founder and Chairman at Aurora WDC
Arik Johnson is Chairman of Aurora WDC, the intelligence advisory firm he founded in 1995. After stepping aside as CEO in late 2009, today Arik serves as Managing Director and lead architect at Aurora’s R&D lab, think tank network and intelligence policy institute, the Center for Organizational Reconnaissance (COR).

Roy Barnes – President Blue Space Consulting
Customer Experience and Performance Management Expert; Former SVP at Marriott Vacation Club International; Author of “Customer Experience For Dummies”

Ed Allison – Managing Partner and Founder at Comelligence, Inc.
Working to change the way companies compete and win, Ed Allison is the Managing Director and co-founder of Comelligence, Inc. a competitive, market and sales intelligence platform. Ed previously served as a competitive team leader at Cisco Systems, Symbol Technologies, Juniper Networks and Polycom. In his most recent engagement, Ed helped Polycom, the leader in video communications, grow from a $1B to a $1.4B annual sales.

Jonathan Rayner – Program Manager of Competitive Analysis and Benchmarking at Hewlett-Packard

Ken Porter – Competitive Intelligence Manager at Intuit

Henry Chen – Senior Manager, Data Science at PayPal
Attendee Comments

"I've attended 15+ SCIP/Frost & Sullivan conferences and this has been the most valuable to me. Practical and actionable."

"It was great not having 'vendors' selling/promoting services during breaks or in speaking sessions."

"Relevant topics and diverse but relatable group of speakers."

"Informal dialogue and peer learnings was great! Ability to learn/become aware of new tools and concepts."

Who Should Attend?

Customer Insights
Customer Programs and Market Insight
Market and Competitive Intelligence
Strategic Marketing
Customer and Market Insights
Market Analysis
Sales Intelligence
Executive Vice President
Forecast Analyst
Business Analytics
Business Development
Marketing Intelligence and Strategy
Market Research Manager
Marketing Coordinator
Price Analyst
Product Manager
Product Marketing
Alliance and Channel Sales
Customer & Web Analytics
Operations Manager
Project Manager
VP Sales & Marketing
VP Strategy and Analytics
And many other professional titles
HOTEL & VENUE

Hilton San Diego
Gaslamp Quarter – Downtown
401 K Street
San Diego, CA 92101
(619) 231-4040

We currently have a discounted room rate for our attendees. There is a limited amount of rooms at the discounted rate so reserve today in order to secure your rate.

Online Room Reservations: Click here to make a room reservation.

$209/night – Limited amount of discounted rooms available.

CPE CREDITS

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Recommended Field of Study: General
Program Level: Basic
Delivery Method: Group-Live
Prerequisites: None
Advanced Prep: None
Summit Registration Attendee Participation Rates
Early registration and group discounts below (available until September 15th):
1 Person - $1,299 total (a $500 discount)
2 People - $2,250 total (a $1,348 discount)
3 People - $2,997 total (a $2,400 discount)
4 People - $3,596 total (a $3,600 discount)
5+ People - Email registration@jpkgroupsummits.com

Attendee Name

Title __________________________ Organization __________________________

Email __________________________ Phone __________________________

Additional Attendee Name

Title __________________________ Organization __________________________

Email __________________________ Phone __________________________

Additional Attendee Name

Title __________________________ Organization __________________________

Email __________________________ Phone __________________________

Credit Card Payment Information

Name on Card __________________________

Card Number __________________________

Expiration Date __________________________ CV2 (card verification number) __________________________

Billing Address __________________________

City/State/Zip __________________________

Pay by Check
Checks should be made payable to JPK Group LLC. The mailing address for checks and tax forms is 11251 Rancho Carmel Drive #502876, San Diego, CA 92150

Cancellation/Rescheduling Policy All cancellations made four weeks or longer from the summit’s start date will be provided a full refund or credit toward current or future JPK Group programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future JPK Group programs.