

CUSTOMER EDUCATION LEADERS.

Customer education is becoming a product feature, not a support function. In the era of Agentic AI, where AI can ship content that outpaces humans, the winning CE leaders have moved from content production to customer capability. Pulse Europe 2026 is where those teams share what that shift actually looks like.

THE KIND OF CONVERSATIONS YOU WILL BE IN THE ROOM FOR

Education as a product differentiator

The shift from content production to customer capability, and what changes when your metric moves from completion rates to whether customers can actually do more with your product.

Embedded learning that accelerates time-to-value

Onboarding is one of the most expensive moments in the customer journey. What it looks like when learning becomes a deployment enabler rather than a separate education resource, and how that changes time to first value.

Governing content at scale

How CE leaders with hundreds or thousands of assets decide what to update, what to retire, and what's actually driving customer action without treating everything as equally important.

Community and education as one system

When engagement is scattered across learning, events, and advocacy, customers get a disconnected experience and CS teams lose the signals that predict renewal. What it looks like when community and education run as one connected system.

AI-generated content: where it helps and where it breaks

An honest look at where AI is genuinely useful in CE workflows and where it creates more problems than it solves. Practitioners' accounts of what is working.

Hands-on: redesigning your CE programme

For CE leaders whose current model is outpacing their team's capacity. Covers prioritisation, programme architecture, and how to design for scale without losing quality or coherence.

YOU LEAVE PULSE EUROPE WITH:

— A framework for evaluating your CE programme — from content completion to customer capability

— A content governance model ready to implement in a multiproduct CE function

— Peers from CE programmes at companies across Europe and beyond

— The embedded learning architecture that measurably cuts onboarding time

— A grounded view of how the sharpest CE teams are using AI — and where the limits are

— The business case language for making CE a board-level conversation, not a cost centre

AN EVENT WORTH COMING BACK TO: 78% OF PULSE ATTENDEES RETURN THE FOLLOWING YEAR, AND THE AVERAGE ATTENDEE LEAVES WITH SIX NEW PROFESSIONAL RELATIONSHIPS.

STILL NEED A SIGN-OFF?

Download the Convince-Your-Boss template. It covers the ROI framing, peer benchmarking and the development case in two paragraphs. Copy it, personalise, and send.

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