



19 - 20 October
London, United Kingdom

CUSTOMER EDUCATION & COMMUNITY

SESSION GUIDE

**The #1 European Conference
for Customer Professionals**

700+
ATTENDEES

40+
SESSIONS

6
TRACKS

2
DAYS

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Monday morning warmup before the main programme begins. Small groups, real conversations, no agenda.

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Community retention engines, churn signal workshops, onboarding accelerators, and the \$150K certification hack — for free.

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Hands-on build sessions. Leave with working signal exchange worksheets and AI-first CS motion frameworks ready to run.

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End the Day Right

The official Pulse Europe Happy Hour at Fabric London — Monday 19 October, 18:00–19:30.

The Dig

Every great expedition starts before the official departure. The Dig is Pulse Europe's Monday morning warmup: no keynotes, no big-room formats, no slide decks you have to follow. Just explorers, finding their people, and uncovering ideas together.

It's included with your registration. Come if you can, no pressure if you can't.

Dig Sites • 09:00–09:45

Small-group conversations on the topics your fellow explorers voted on in advance. Bring your take. Leave with someone else's.

Find Your Expedition Party • 09:00–09:45

CS Leaders, Customer Education, Customer Community, Ops. Find your people before the main event starts.

Open Excavations • 10:15–11:00

Bring a real problem. No deck required. Leave with perspectives you wouldn't have found in a breakout.

Vibe Lab • 10:15–11:00

Built something with AI lately? Bring it. This open forum is for sharing what you've vibe-coded — work projects, side experiments, half-finished ideas welcome. No deck, no pressure, just builders talking to builders.

Note: Several sessions run in parallel across both days. The Pulse Europe app will let you build your personal agenda and register for sessions. Keep an eye out for details on when it goes live. And if two sessions clash, don't stress: recordings will be available in the Pulse library after the event, so you can always catch what you missed.

DAY 1

Monday, 19 October

Community and Customer Education sessions kick off on Day 1 with workshops, retention strategy deep-dives, onboarding accelerators, and a certification framework you can build for nothing. Roll up your sleeves — these sessions are built for practitioners.

Sessions follow on the next pages →

Day 1 Sessions

Day 1 • 13:30–14:15



Anita Hæhre

Head of Community

Cognite

Scaling the Unscalable: How Cognite is Turning Community Into an AI-Powered Retention Engine

User growth usually means a linear increase in support and enablement headcount. Cognite broke that pattern by merging community and customer education into a single destination, turning that combined knowledge base into the foundation for an AI-delivered support roadmap. Learn how to consolidate platforms, test gamification mechanics, and build a success motion that gets stronger as the customer base grows.

Breakout Session

Day 1 • 15:45–16:30



Kelly McCabe

Director, Strategic Advisory Services

Gainsight



Juan Garza

Customer Advisor - Community

Gainsight

Connecting CS & Community Churn Signals

CS and community teams each hold parts of the retention picture, yet many organizations never connect them. In this workshop, work directly with a partner team to map where your blind spots live and what to do about them. Leave with a completed "Signal Exchange" worksheet and concrete actions to share churn signals between CS and digital customer hubs.

Workshop Session

Day 1 Sessions

Day 1 • 15:45–16:30



Joel Eaton

Head of Customer Enablement

Hornbill

The \$150K Hack: Building a Defensible SaaS Certification Programme for £0

Customer certification doesn't have to cost six figures. Discover how Hornbill built a defensible certification programme with a 78% pass rate using a spreadsheet and their existing LMS. Leave with a scalable framework, a 60-second proctoring hack, and a downloadable toolkit (including JTA templates and question-writing guidance) to launch your own rigorous programme for free.

Breakout Session

DAY 2

Tuesday, 20 October

Day 2 turns to the strategic and technical side of community and education: scaling agile programmes, connecting engagement to adoption, building community widgets with AI, and navigating the Reddit question every community leader is asking.

Sessions follow on the next pages →

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Day 2 Sessions

Day 2 • 12:30–13:15



Denise Gomes

Director of Support Operations

Kyriba

Community as a Retention Engine: How Kyriba Connected Engagement and AI to Drive Adoption and Advocacy

When engagement is scattered across learning, events, product feedback, and advocacy, customers get a disconnected experience — and CS teams lose the signals that predict renewal. See how Kyriba brought these experiences together into a single connected community using AI-assisted moderation. Discover their phased approach to defining governance, gamification, and cross-functional collaboration, and learn how participation surfaces early expansion signals.

Breakout Session

Day 2 • 15:45–16:30



Keith Nieves

Head of Global Communities

Sonos

Reddit vs. Community: Why Sonos Stopped Choosing

When customers already talk about you on Reddit, does an owned community still matter? At Sonos, the answer is yes. Keith Nieves breaks down what each channel is actually for: Reddit as the place where sentiment forms and trust is won (or lost), and the owned community as the durable home for product feedback loops and executive engagement. Walk away with a practical framework for showing up authentically on "rented land."

Breakout Session

CS Sessions Worth Crossing the Aisle For

Pulse Europe covers all functions within post-sales — and several CS sessions this year are directly relevant to Customer Education and Community practitioners. If your schedule has room, these are the ones worth crossing the aisle for.

- **Redesign First, Automate Second: How CS Leaders Build an AI-Native Team That Retains** — Kate Neal, Customer Advisor, Gainsight (Day 2 · 11:30–12:15) — Relevant for CE/CC leaders thinking about how AI is reshaping team design and workflow.
- **Connecting CS & Community Churn Signals** — Kelly McCabe & Juan Garza, Gainsight (Day 1 · 15:45–16:30) — A cross-functional workshop built for exactly this audience.
- **The Outcome-Led CSM: How AI Turns the Sales-to-CS Handoff Into a Retention Advantage** — Nancy Bray & Craig Ringland, Workday (Day 1 · 15:45–16:30) — Useful context for CE/CC teams thinking about how to connect learning to retention outcomes.
- **CS Is a Team Sport: Building the Cross-Functional Retention Culture That Scales** — Steve Taylor, VP Customer Success EMEA, Saviynt (Day 2 · 15:45–16:30) — Directly relevant for community and education leaders making the case for cross-functional alignment.
- **Dashboards Don't Drive Decisions: Combining CS Data and AI Agents to Surface Retention Signals That Do** — Iain Taylor & Adriana Pastula Diaz, BMC Helix (Day 2 · 12:30–13:15) — For CE/CC ops thinkers interested in how AI agents surface retention signals.

Workshops

Alongside the breakout sessions, Pulse Europe runs a dedicated workshop track — hands-on build sessions where you leave with something you can use. Two this year are particularly relevant for CE and Community practitioners.

Connecting CS & Community Churn Signals

Work directly with a partner team to map where your blind spots live. Leave with a completed 'Signal Exchange' worksheet and concrete actions to share churn signals between CS and digital customer hubs.

Kelly McCabe & Juan Garza, Gainsight · Day 1 · 15:45–16:30 · Workshop Session

Start at the Signal: Build an AI-First CS Motion From Scratch

Walk through a real no-CSM onboarding motion built from a blank page. Learn how one designed programme handles every account by default, catches risk before it becomes churn, and pulls in a human only when necessary.

Sruthi Malla & Revathi A Menon, Gainsight · Day 1 · 14:30–15:15 · Workshop Session

End the day right.

The official **Pulse Europe Happy Hour** takes place at Fabric London on **Monday 19 October, 18:00–19:30**.

It's your chance to meet the post-sales community from across Europe in one room: CS leaders, Ops practitioners, community builders, and educators, all in one place. The evening wraps up early enough to carry the conversation on over dinner at a location of your choice.



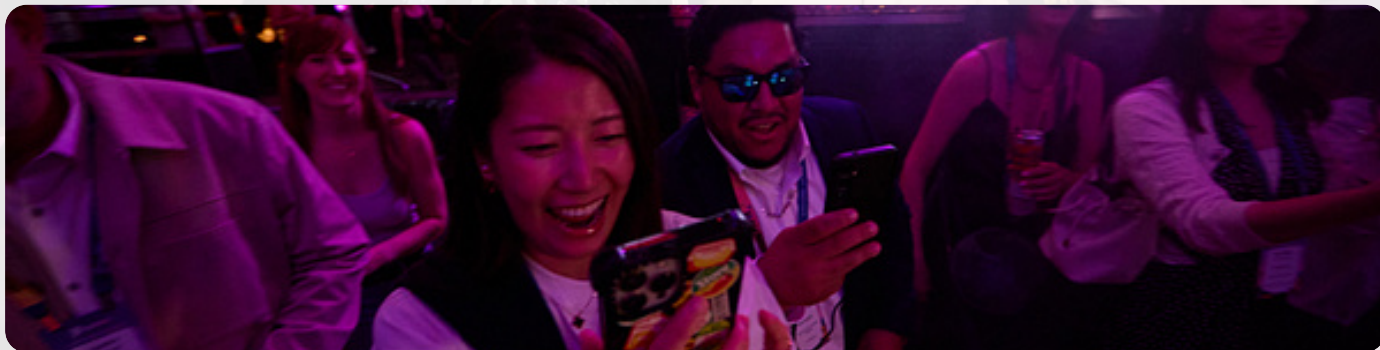
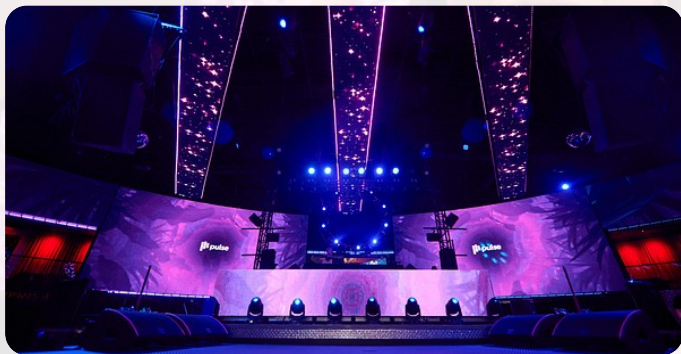
**Fabric,
London**



**Monday,
19 October**



18:00–19:30



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The Brewery, London

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