

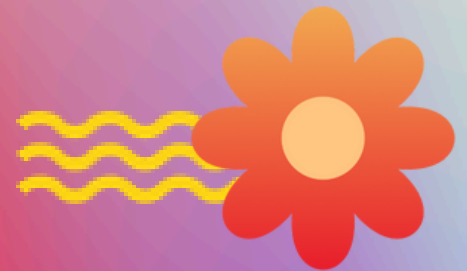


MAY 15-16
ST. LOUIS, MO



COMMUNITY MANAGEMENT

ATTENDEE GUIDE



The #1 Conference
for Unleashing the Power
of Your Customers

2,500+

ATTENDEES

70+

SESSIONS

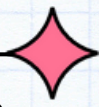
125+

SPEAKERS

1

EPIC PARTY

Must-Attend Sessions

There's no way to go to every session, so be sure to check out these fab four! 

Keynote

Day 2 Morning Keynote

Join us for the Day 2 Keynote, where Gainsight's Chief Customer Officer, Kellie Capote, sets the stage by delving into the realm of digital Customer Success. We'll then unveil the 2024 GameChanger winners, celebrating innovators shaping the landscape of Customer, Product Experience, Community, and Education. Following this, a panel moderated by Robin Merritt, Chief People Officer, will explore Scaling Customer Success through Community, Education, and AI, featuring insights from industry icons including Chris Collins, Janine Sneed, and Chris Stewart. Lastly, join Gainsight CEO Nick Mehta in a fireside chat with Emmy award-winner and cultural icon Andy Cohen, where we'll uncover how Cohen's achievements in entertainment and community building can inspire and inform your customer engagement and loyalty strategies!

Track 4 | Session 6

Twin Engines of Scale: Leveraging Community and Live Engagement for Transformative Scaled CS

Unlock the importance of scaling yourself in customer success, addressing challenges and needs. Learn how to scale as a CSM by leveraging community power. Discover actionable post-Pulse tactics for effective implementation.

Track 8 | Session 3

The Community Superstars Era: Turn Ordinary Customers Into Passionate Advocates

Why are so many brand advocacy programs struggling? It's not the customer's fault, it's because many organisations are using an outdated playbook. What worked so well a decade ago doesn't work well today. We've entered a new community-driven era of advocacy – and it's time we update our playbooks. In this talk, you will discover a new set of techniques for leveraging a community to drive growth across the entire marketing funnel.

Track 8 | Session 8

Driving Growth: Strategies for Product Expansion in Communities

Discover how Veeam Software utilizes Gainsight CC to drive product adoption, expansion, and continued usage. Gain insights into managing new products, educational resources, and effective communication strategies. Topics include Veeam's product expansion journey, community-driven usage best practices, and elevating advanced adoption contributors. Maximize customer value with strategic product engagement.

Session Short List

Uncertain where to begin? No worries, we're here to assist. Explore our curated session selections for people interested in community management.

Day 1 | Session 1 | 10:15 AM

Track 8 | The Making of Slido's New Digital Hub - How We Unlocked Scale Through Customer Education & Community

Track 6 | Human-Centered Education: HubSpot's Winning Formula for Customer Success

Day 1 | Session 2 | 11:15 AM

Track 2 | Embracing AI to Increase Customer Value and Business Efficiency

Track 8 | Leveraging Community Engagement for Enhanced Sales and Support Efficiency

Day 1 | Session 3 | 2:00 PM

Track 8 | The Community Superstars Era: Turn Ordinary Customers Into Passionate Advocates

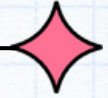
Track 2 | Simplify, Elevate, Adapt: Leading a CX, EX, and Outcomes Evolution

Day 1 | Session 4 | 3:00 PM

Track 6 | Product Training vs. Customer Education: Why the Transition is Critical for Customer Success

Track 8 | Evolving Your Community to Drive Tangible Business Outcomes

Session Short List



Day 1 | Session 5 | 4:15 PM

Track 3 | Educating the Modern Customer: Making Every Interaction Count with Blended Digital Learning

Track 7 | NeuroSuccess: Building Lasting Customer Bonds

Day 2 | Session 6 | 11:00 AM

Track 4 | Twin Engines of Scale: Leveraging Community and Live Engagement for Transformative Scaled CS

Track 8 | Community + Learning: Better CX. Better ROI.

Day 2 | Session 7 | 12:00 PM

Track 10 | AI for All: Leveraging AI as a CSM or CS Leader

Track 8 | The Two Sides of Community Engagement: Internal Buy-In and Demonstrated Value

Day 2 | Session 8 | 2:45 PM

Track 8 | Driving Growth: Strategies for Product Expansion in Communities

Track 6 | Expanding the CS Playbook: Using CE as a Core Strategy for CS

Day 2 | Session 9 | 3:45 PM

Track 4 | Future Proof your CS Career: the AI Skillset and Toolkit you Need

Track 8 | Creating a Community Your CSMs Can Use

OH YEAH!



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ATTENDEE ACTIONS:

- Register for Pulse 2024
- Deep dive into the full agenda
- Once the agenda builder is available, be sure to log in and select sessions as favorites to organize your day effectively.
- Tell your friends and colleagues you're headed to #Pulse2024

QUESTIONS?
pulseus@gainsight.com

GROUP PRICING
AVAILABLE

