

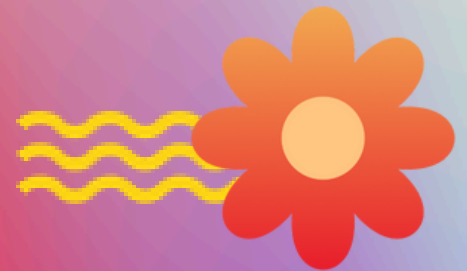


MAY 15-16
ST. LOUIS, MO



CUSTOMER EDUCATION

ATTENDEE GUIDE



The #1 Conference
for Unleashing the Power
of Your Customers

2,500+

ATTENDEES

70+

SESSIONS

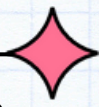
125+

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 9 | Session 3

Crafting Your Customer Education Strategy: A Hands-On Workshop

Ready to enhance your customers' experience? Dive deeper into the pivotal role of Customer Education with Lila Meyer and Dave Derington. Join them to create your personalized one-page strategic plan for Customer Education, tailored to your company's needs. Whether starting or refining your program, this workshop equips you with tools to align education with business objectives, ensuring measurable impact on success metrics.

Track 6 | Session 1

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

Join Courtney Sembler, Director for HubSpot Academy, for insights into HubSpot's customer success strategy. Explore human-centered education programs empowering customers for long-term success. Discover how prioritizing education drives results and fosters lasting relationships, ensuring optimal value from the HubSpot platform.

Track 6 | Session 7

It's All About Adaptation: Lessons—and Mistakes—from a Decade of Customer Education Excellence

Chris LoDolce shares insights on the importance of tailored Customer Education strategies, drawing from his experience at HubSpot Academy. He emphasizes the need for adaptability and customization in impactful Customer Education and Success. Join this session to learn from Chris's decade-long journey, discovering invaluable lessons and avoiding common mistakes. Gain insights and tools to craft the right Customer Education strategy for your organization.

Session Short List

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

Day 1 | Session 1 | 10:15 AM

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

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

Day 1 | Session 2 | 11:15 AM

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

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

Day 1 | Session 3 | 2:00 PM

Track 3 | Customer Success = Company Success: Harnessing the Power of your Customer Value to Unlock More Revenue

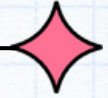
Track 9 | Crafting Your Customer Education Strategy: A Hands-On Workshop

Day 1 | Session 4 | 3:00 PM

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

Track 9 | Workshop: In the Age of AI, What Does the Ideal Week Look Like for a CSM?

Session Short List



Day 1 | Session 5 | 4:15 PM

Track 6 | Scaling Success: Updater's Crawl, Walk, Run Approach to Customer Training and Product Adoption

Track 3 | Driving Outcomes in a Technical Ecosystem

Day 2 | Session 6 | 11:00 AM

Track 3 | Seamless Starts: Revolutionizing Digital Onboarding to Boost Customer Value and Slash Service Costs

Track 6 | Harmonizing Digital and Human Touch in Customer Education

Day 2 | Session 7 | 12:00 PM

Track 6 | It's All About Adaptation: Lessons—and Mistakes—from a Decade of Customer Education Excellence

Track 1 | Popmenu's Recipe for Success: A Digital Journey for Growing Your Business

Day 2 | Session 8 | 2:45 PM

Track 3 | Panel: Grit, Grace, and Gainsight

Track 6 | Future Proofing Your Customer Education Program For Unexpected Company Changes

Day 2 | Session 9 | 3:45 PM

Track 3 | Gen AI for Customer Success: The Hype, the Hope, and the HELL YA!

Track 6 | Educating the Modern Customer: Making Every Interaction Count with Blended Digital Learning

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

