



**MAY 28-29**  
**LAS VEGAS**

# **COMMUNITY MANAGEMENT**

## **ATTENDEE GUIDE**

**The #1 Conference for  
Customer Professionals**

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**2,500+**  
ATTENDEES

**70+**  
SESSIONS

**125+**  
SPEAKERS

**1**  
EPIC PARTY

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# Must-Attend Sessions

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

## Workshop Your Way to Growth | Session 1

### **Using Community to Scale Across the Entire Customer Journey**

With growing pressure to do more with less, community has become a powerful solution for scaling operations, enhancing customer experiences, and driving revenue. In this hands-on workshop with FeverBee's Richard Millington, you'll learn how to turn community into a key driver of efficiency, engagement, and growth across the entire customer lifecycle.

You'll learn how to:

- Use community to unify touchpoints across onboarding, support, advocacy, and renewal
- Scale engagement with personalized, value-driven experiences—without extra headcount
- Turn community into a growth engine by nurturing advocates and driving demand
- Align marketing, sales, and CS teams with community-driven strategies for scale

## Advanced Gainsight Strategies | Session 2

### **Scaling Community: How Lucid Built a Thriving Hub for Customer Engagement**

Lucid Software's previous community platform lacked the necessary elements to foster meaningful engagement and serve as an effective tool for facilitating valuable interactions. Thanks to the features and functionality of Gainsight community, we were able to position the community as the primary support and feedback channel for Lucid's products, leveraging Gainsight's tools to seamlessly redirect incoming tickets and product feedback to the community. We also established a Lucid Legends peer support program to incentivize users to spend time inspiring and helping one another in the community.

## Mastering Gainsight Workflows | Session 6

### **The Post-Launch Playbook: 3 Focuses to Optimize for Scale Your Community**

You've launched your community on Gainsight—now what? In this session, Danny Pancratz, Gainsight's top customer expert, shares the top priorities and tactical strategies to maximize Gainsight Customer Communities, solve real challenges, and drive long-term community success.

What You'll Walk Away With:


- The three key focus areas to optimize and scale your community
- Practical tactics to leverage Gainsight CC for maximum impact
- Strategies to create a thriving community that drives value for both you and your members

## Winning With Digital CS | Session 7

### **Community as a Knowledge Engine: Scaling Solutions Without Limits**

Your community can do more than answer support questions - it can drive innovation. Learn how the Calendly Community goes beyond troubleshooting to solve unique business challenges, from deep-sea fishing tours to enterprise sales and cat rescues to conferences. Discover how to turn your community into a powerhouse of creativity and scalable solutions.

In this session, you'll learn how to:

- Transform your community into a dynamic hub for knowledge-sharing and innovation
  - Scale customer-led solutions beyond what internal teams alone can provide
  - Foster engagement that fuels product adoption, creativity, and long-term value
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# Session Short List

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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

Workshop Your Way to Growth | Using Community to Scale Across The Entire Customer Journey

AI That Works For You | AI is No Longer Optional: Trends, Tactics & Impact in Customer Success

## Day 1 | Session 2 | 11:15 AM

Winning With Digital CS | Driving Product Adoption with Data-Driven Insights

Advanced Gainsight Strategies | Scaling Community: How Lucid Built a Thriving Hub for Customer Engagement

Mastering Gainsight Workflows | Breaking Silos: Cross-Functional Collaboration with Gainsight

## Day 1 | Session 3 | 2:00 PM

Winning with Digital CS | A Look Behind the Curtain: Wins, Missteps & Lessons in Uniting Community & Education

Future-Proofing CS | The REACH Framework™: How CS Teams Can Drive Expansion Revenue—Without Feeling Like Sales

## Day 1 | Session 4 | 3:00 PM

AI That Works For You | Behind the Curtain: How Gainsight is Building the Future of Customer Success

Winning With Digital CS | Connecting the Dots: How Community & Learning Fuel Product Adoption



# Session Short List

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## Day 1 | Session 5 | 4:15 PM

Winning With Digital CS | 90% Self-Service Engagement: How Alliant Transformed Their Customer Experience

Optimizing Rev Ops & CS Ops | Beyond Gut Feeling: A Data-Driven Approach to Predicting Customer Retention

## Day 2 | Session 6 | 10:45 AM

Winning With Digital CS | From Struggle to Success: How Netskope Transformed CS & Grew GRR by 10%

Mastering Gainsight Workflows | The Post-Launch Playbook: 3 Focuses to Optimize and Scale Your Community

## Day 2 | Session 7 | 11:45 AM

Winning with Digital CS | Community as a Knowledge Engine: Scaling Solutions Without Limits

## Day 2 | Session 8 | 2:30 PM

Winning With Digital CS | Digital CS That Actually Works: Tactics from the Trenches

## Day 2 | Session 9 | 3:30 PM

Leading With Empathy | It's Been 25 Years...Why is Customer Success Still Stuck?

## Networking Opportunities

Day 1 | Find a Buddy Breakfast

Day 1 | Emerald City Connections: Networking Breakfast

Day 1 | Breakfast of Champions: Powering Community Professionals

Day 1 | 5-Minute Mentor

Day 2 | Live Insights Exchange: Sharing Challenges and Sparking Innovation

Day 2 | 5-Minute Mentor





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## **ATTENDEE ACTIONS:**

- [Register](#) for Pulse 2025
- 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 [#Pulse2025](#)

QUESTIONS?

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