



MAY 28-29
LAS VEGAS

CUSTOMER EDUCATION

ATTENDEE GUIDE

**The #1 Conference for
Customer Professionals**

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!

Workshop Your Way to Growth | Session 2

Scaling Digital Customer Success with Smart Customer Education


Digital Customer Success is transforming how SaaS companies engage customers—but if you're digital efforts are missing education, you're missing key elements to boost adoption and cut churn. In this session, learn how to embed customer education into your DCS strategy to drive adoption, retention, and scale. Discover a simple, actionable playbook to help your team move fast, embrace automation, and deliver learning experiences that directly impact key business metrics.

Winning With Digital CS | Session 3

A Look Behind the Curtain: Wins, Missteps & Lessons in Uniting Community & Education

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From the outside, Gainsight's self-service solutions look like a seamless, engaging experience—but behind the curtain? We're constantly iterating, learning from mistakes, and fine-tuning how we scale customer engagement and enablement. In this session, we'll pull back the curtain and share the wins, the missteps, and the insights that come from bringing Community and Education together.





Winning With Digital CS | Session 4


Engage, Train, and Retain: The Scaled CX Formula at JAMF

We believe that strong customer retention starts with engagement and education. Learn how Jamf's customer education and success teams closely partner to deliver supportive onboarding, proactive case deflection, and key feature adoption workflows to drive customer and business value on a global scale.

Mastering Gainsight Workflows | Session 8

Engagement in Education: Your Definitive Guide for Raising the Bar

Your journey through the education landscape is filled with distractions and voices from a myriad of people and sources. In this talk, you'll learn some pivotal tips, tricks, and best practices to ensure you increase the most important metric within Customer Education: engagement. Learn about key metrics, industry trends, and why engagements are your northstar to understanding (and predicting!) your customer's journey through your ecosystem.



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

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

Day 1 | Session 2 | 11:15 AM

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

Day 1 | Session 4 | 3:00 PM

Winning With Digital CS | Engage, Train, and Retain: The Scaled CX Formula at Jamf

Day 1 | Session 5 | 4:15 PM

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



Session Short List

Day 2 | Session 6 | 10:45 AM

Future-Proofing CS | Customer Education, Integrated: The Human + Hybrid Model That Scales

AI That Works For You | The Future of AI in CS: No-Fluff, All-Real Talk

Day 2 | Session 8 | 2:30 PM

Mastering Gainsight Workflows | Engagement in Education: Your Definitive Guide for Raising the Bar

Day 2 | Session 9 | 3:30 PM

Advanced Gainsight Strategies | Quantifiable Impact: How Airtable Drove +15% Retention with a Unified (+ AI Powered) Education and Community Strategy

Networking Opportunities

Day 1 | Find a Buddy Breakfast

Day 1 | Emerald City Connections: Networking Breakfast


Day 1 | 5-Minute Mentor

Day 2 | Skilljar Connections: Networking Breakfast

Day 2 | Customer Education Think Tank

Day 2 | Live Insights Exchange: Sharing Challenges and
Sparkling 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?

pulseus@gainsight.com