



**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 your 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**

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

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


### **Connecting the Dots: How Community & Learning Fuel Product Adoption**

In today's customer-first landscape, businesses gather vast amounts of data from their customer communities, learning management systems (LMS), and product usage. But how can we effectively connect these data streams to drive better product adoption and customer success? This session will explore how to bridge the gap between community and education data, and tie that to product usage to create a more seamless and impactful customer experience.

## 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 | Connecting the Dots: How Community & Learning Fuel Product Adoption

## 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

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

## Networking Opportunities


Day 1 | Find a Buddy Breakfast

Day 1 | Emerald City Connections: Networking Breakfast

Day 1 | 5-Minute Mentor

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

Day 2 | 5-Minute Mentor





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

## **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](mailto:pulseus@gainsight.com)