



**12-13 NOVEMBER
DUBLIN**

EXECUTIVE & LEADERSHIP

ATTENDEE GUIDE

**The #1 Conference for
Customer Professionals**

1,200+
ATTENDEES

45+
SESSIONS

60+
SPEAKERS

1
EPIC PARTY

A red circular graphic consisting of two overlapping circles, with the top circle partially cut off by the top edge of the frame.

Must-Attend Sessions

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

AI That Works for You | Session 2

Roadmap to the Future of CS: Staircase AI and our Insights-First Approach to Customer Intelligence

Intelligence is fundamentally shifting how we approach customer success. In this session, explore how Gainsight's roadmap (in particular, our Staircase AI agentic functionality) is driving the future of CS. We'll share how our AI architecture connects scattered customer signals into predictive actions, show how Staircase integrates across your tech stack, and see how AI driven CS workflows get smarter and more strategic. If you want to see the future of CS - built on signals, automation, and agent-powered action - this is one session you won't want to miss.

Leading with Empathy | Session 3

The Human Cost of Customer Success (and How to Get Ahead of It)

Customer Success Managers sit at the crossroads of internal chaos and external expectations—juggling strategy, support, and relationships every day. But too often, their own needs get sidelined.

This session draws inspiration from Maslow's Hierarchy of Needs to make a clear case: when CSMs feel secure, supported, and empowered, they don't just survive—they drive serious business impact. You'll learn how to build the systems, culture, and internal alignment that fuel CSM effectiveness, retention, and morale, without getting them to the point of "I have had enough" in the process.

Workshop Your Way to Growth | Session 5


Designing the Future: Leveraging AI to Transform Customer Success

This interactive workshop goes beyond presentations—put design thinking into practice as you collaborate with peers to reimagine what AI can unlock for Customer Success. Together, you'll tackle real challenges, experiment with new approaches, and design customer experiences that push the boundaries of what's possible. Come ready to collaborate, think creatively, and shape the future of CS.

Future-Proofing Customer Success | Session 6

Communicating the Value of Customer Success: Aligning Initiatives with Business Impact

Showcasing the value of Customer Success (CS) is essential for driving meaningful change within your organization. In this session, we'll teach you how to connect your CS initiatives directly to revenue outcomes and explore the key business mechanics they influence. You'll learn how to effectively communicate this impact from frontline employees to the board level, ensuring your initiatives resonate with all stakeholders. Gain insights into leveraging data and strategies that reinforce the critical role of CS in achieving organizational success.





Session Short List

Uncertain where to begin? No worries, we're here to assist. Explore our curated session selections for people in Leadership or Executive Roles.

Day 1 | Session 1 | 11:00

AI That Works For You | Agents, Automation & What's Actually Working in Customer Success

Future-Proofing Customer Success | From Reactive to Remarkable: Building a strategic Digital Customer Success Team

Day 1 | Session 2 | 12:00

AI That Works For You | Roadmap to the Future of CS: Staircase AI and our Insights-First Approach to Customer Intelligence

Leading With Empathy | High-Stakes, High-Maintenance: Managing Your Most Complex Customers

Day 1 | Session 3 | 14:15

Leading with Empathy | The Human Cost of Customer Success (and How to Get Ahead of It)

Workshop Your Way to Growth | From Insight to Impact — Elevating CS in Revenue Forecasting

Day 1 | Session 4 | 15:15

AI That Works for You | See Around the Curve: Preparing Your Teams for AI Augmented Customer Success

Mastering Gainsight Workflows | Keys to Success in Leading a Large-Scale Gainsight Implementation

Day 1 | Session 5 | 16:30

Future-Proofing Customer Success | Scaling Success: How Unit4 Drives Customer Outcomes with Gainsight

Workshop Your Way to Growth | Designing the Future: Leveraging AI to Transform Customer Success

Session Short List

Day 2 | Session 6 | 11:30

AI That Works For You | Mastering Gainsight: Data, Scorecards, and AI-Driven Customer Success

Mastering Gainsight Workflows | From Guesswork to Precision: How Emplifi Scaled Smart with Digital CS + Gainsight

Future-Proofing Customer Success | Communicating the Value of Customer Success: Aligning Initiatives with Business Impact

Day 2 | Session 7 | 12:30

Mastering Gainsight Workflows | From Reactive to Predictive: Turning Risks into Retention with Gainsight + AI

Future-Proofing Customer Success | How to Actually Win in Customer Success: Insights and Survival Strategies from the Latest European Data


Day 2 | Session 8 | 14:45

AI That Works For You | The Agentification of Customer Success: What Agents Really Change (and What They Don't)

Optimising Operations | From Vision to Impact: Designing a Scalable Digital Customer Success Program

Day 2 | Session 9 | 15:45

Mastering Gainsight Workflows | Breaking free from 1:1's, Cloudflare's strategic journey to scalable CS





**12-13 NOVEMBER
DUBLIN**

ATTENDEE ACTIONS:

- [Register](#) for Pulse Europe 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 [#PulseEurope2025](#)

QUESTIONS?

pulseeurope@gainsight.com