



**12-13 NOVEMBER
DUBLIN**

COMMUNITY MANAGEMENT

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, one partially visible on the left and one partially visible on the right, framing the top left corner of the page.

Must-Attend Sessions

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

Winning with Digital CS | Session 1

Small Team, Big Impact: Driving Engagement, Support, and Thought Leadership with a Dual-Focused Community

Humans naturally thrive in communities, and so do products! In this session, you'll learn how a small but agile community team can create a powerful impact by balancing both topic-focused and product-focused engagement. We'll explore strategies to drive meaningful interaction, foster support, and establish thought leadership, while bringing scattered conversations into one central space with expert guidance. Additionally, you'll gain insights on collaborating effectively with cross-functional teams across your organisation, such as marketing, sales, R&D, talent acquisition, and more, to maximize your community's success.

Workshop Your Way to Growth | Session 2

SMILE, A Practical Guide for Building a Successful Community

A thriving community isn't just a "nice-to-have"—it's a real lever for engagement, retention, and growth. In this hands-on workshop, Sasja Beerendonk walks you through the SMILE framework: how to prepare, plan, and execute a community strategy that helps you reach your business objectives. From goal setting to scaling community engagement and measuring impact, this workshop lets you work with elements of the SMILE toolkit you can immediately apply in your role as community manager.

Winning with Digital CS | Session 5

From CSM to Community Champion: Scale, Innovate, and Advocate with Digital Engagement

Customer Success isn't just about solving problems—it's about creating proactive, engaging experiences that scale. In this session, you'll learn how digital communities can extend your reach, fuel product improvements, and turn everyday users into passionate advocates. Whether you're just getting started or looking to deepen your strategy, you'll walk away with actionable tactics to make community a core part of your CS playbook.

Workshop Your Way to Growth | Session 6

Building & Growing Superuser Programs in the Age of AI

Superusers are the most prolific members in your community. They often represent only a small subset of your overall membership, but are the lifeblood of successful communities. Yet, most superuser programs were built before the advent of AI. In this workshop, you'll work with a group of your peers to re-envision a modern superuser program that accounts for how members engage with community content, wrestles with the importance of up-to-date expert content, and incentivizes superusers.





Session Short List

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 | 11:00

Winning with Digital CS | Small Team, Big Impact: Driving Engagement, Support, and Thought Leadership with a Dual-Focused Community

Day 1 | Session 2 | 12:00

Workshop Your Way to Growth | SMILE, A Practical Guide for Building a Successful Community

Day 1 | Session 3 | 14:15

Winning with Digital CS | AI vs. Community? No. AI + Community!

Day 1 | Session 4 | 15:15

Customer Community Live Insights Exchange: Sharing Challenges and Sparking Innovation

Day 1 | Session 5 | 16:30

Winning With Digital CS | From CSM to Community Champion: Scale, Innovate, and Advocate with Digital Engagement

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

Session Short List

Day 2 | Session 6 | 11:30

Workshop Your Way to Growth | Building & Growing Superuser Programs in the Age of AI

Day 2 | Session 7 | 11:45 AM

Winning with Digital CS | How iD Mobile Ignited Community-Led Growth

Day 2 | Session 8 | 14:15

Customer Community Live Insights Exchange: Sharing Challenges and Sparking Innovation

Day 2 | Session 9 | 3:30 PM

Winning With Digital CS | Community as a CX Engine: Lucid's Playbook for Scale & Success





**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