



12-13 NOVEMBER
DUBLIN

CUSTOMER EDUCATION

ATTENDEE GUIDE

**The #1 Conference for
Customer Professionals**

1,200+
ATTENDEES

45+
SESSIONS

60+
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!

Winning with Digital CS | Session 2


From Human-Led, Digitally Delivered: Lessons From Building Customer Education From Scratch

At Wood Mackenzie, customer education has been delivered in-person, bespoke and reserved for top-tier accounts—everyone else got a link to self-serve help. In this session, Allyson Pellicci shares how she completely pivoted this model and went from CE beginner to leading the charge on a digital training program for all customers built with Gainsight CE. You'll get a practical look at how they launched their first MVP, expanded their content library, and tied education to real business outcomes like engagement and retention. Expect a practical, behind-the-scenes look at what worked, what didn't, and what Allyson wishes she'd known at the start.

Winning With Digital CS | Session 4

Rewriting the Customer Education Content Playbook With Modular Content

Today's customers want answers—fast, contextual, and on their terms. Customer Education that is linear or locked in long videos in your Academy will be outdated in the coming years. In this session, discover how breaking content into modular, searchable micro-resources—paired with in-product guidance—can improve onboarding, support, and feature adoption. Learn how to empower users to find answers on their own, reduce support load, and keep your content fresh with less effort.





Session 7


Customer Education Live Insights Exchange: Sharing Challenges and Sparking Innovation

For those customers currently using Gainsight's Customer Education or Skilljar by Gainsight. Join us at "The Insights Exchange," an open-mic platform designed for you. This session is all about sharing your challenges, voicing your opinions, and exploring collaborative solutions in real-time. In this dynamic session, attendees are invited to take the stage to present pressing issues they're facing in their professional landscapes. Whether it's a roadblock in your latest project or a strategic dilemma, share your story and gain diverse perspectives from fellow attendees. Attendees will have the opportunity to pose their challenge to the group, sparking a brief, solution-focused dialogue facilitated by our expert moderator.

Winning With Digital CS | Session 8

Moving from ILT to Impact: SailPoint's GTM Playbook for Scalable Customer Education

In today's SaaS-driven world, where recurring revenue rules, traditional training models no longer cut it. Learn how SailPoint, a leader in the identity security industry, reimagined customer education during a period of rapid growth and transformation — turning learning into a scalable, strategic driver of business value. You'll walk away with practical strategies to align education with growth goals, apply GTM principles to training and certification, and elevate the learner experience.



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 | 11:00

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

Day 1 | Session 2 | 12:00

Winning with Digital CS | From Human-Led, Digitally Delivered: Lessons From Building Customer Education From Scratch

Day 1 | Session 3 | 14:15

Customer Education Live Insights Exchange: Sharing Challenges and Sparking Innovation

Day 1 | Session 4 | 15:15

Winning With Digital CS | Rewriting the Customer Education Content Playbook With Modular Content

Day 2 | Session 6 | 11:30

Winning with Digital CS | Session Title TBA

Day 2 | Session 7 | 12:30

Customer Education Live Insights Exchange: Sharing Challenges and Sparking Innovation

Day 2 | Session 9 | 3:30 PM

Winning with Digital CS | Moving from ILT to Impact: SailPoint's GTM Playbook for Scalable Customer Education





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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?

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