

COMMUNITY LEADERS

Community is moving from a channel into infrastructure. The teams doing it well have stopped treating it as a forum with events attached. They have built it as a system — connecting peer support, content, advocacy, and product input. Pulse Europe 2026 is where those teams share how they built it.

THE KIND OF CONVERSATIONS YOU WILL BE IN THE ROOM FOR

Community as an integrated system

When engagement is scattered across learning, events, product feedback, and advocacy, customers get a disconnected experience and CS teams lose the signals that predict renewal. What it takes to connect them into one system.

Scaling community in complex enterprise environments

As B2B platforms scale, the standard playbook of forums and events stops working. How to merge community and customer education into a single destination that handles scale without proportional headcount growth.

Turning member feedback into product decisions

The gap between collecting community feedback and actually doing something with it. How teams are using AI and structured processes to close the loop between what members say and what product teams act on.

Owned community vs. third-party platforms

Your customers are already having conversations without you: on LinkedIn, Reddit, Slack groups. You leave with a clear answer on where peer engagement belongs in 2026 and what it actually costs to cede that ground.

AI-first digital programme design

Where AI is genuinely saving community teams time — moderation, translation, content summarisation — and where it isn't a substitute for the human relationships that make a community worth being in.

Building community tooling without an engineering team

Your community holds valuable data that never makes it into a usable interface — and most teams do not have the dev resources to change that. How to connect community data via APIs and use AI to build working tools without relying on engineering.

YOU LEAVE PULSE EUROPE WITH

— A replicable framework for designing community as a system, not a channel

— A sharper answer to the owned community vs. third-party platform question

— Peers from community programmes at companies across Europe

— A community architecture that balances open and secure enterprise spaces

— The data that makes the business case: customers with community activity are twice as likely to upgrade or retain

— A repeatable framework for proving community ROI to finance and executive leadership, not just engagement numbers

AN EVENT WORTH COMING BACK TO: 78% OF PULSE ATTENDEES RETURN THE FOLLOWING YEAR, AND THE AVERAGE ATTENDEE LEAVES WITH SIX NEW PROFESSIONAL RELATIONSHIPS.

STILL NEED A SIGN-OFF?

Download the Convince-Your-Boss template. Covers the ROI framing, the peer benchmarking angle, and the development case in two paragraphs. Copy it, personalise, and send.

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