

Agenda

TUESDAY, SEPTEMBER 19

4:30 pm: Shuttle Pick Up at The Paramount

5:00 pm: Reception at BridgePort BrewPub and BrewCycle

Join us for some light appetizers and drinks—we've even arranged a BrewCycle.

7:15-7:30 pm: Shuttles Depart Toward The Paramount

WEDNESDAY, SEPTEMBER 20

8:30 am: Welcome!

- **Experience Matters**

You know experience matters but what are you doing about it? Where do you start with a topic this big and what are the Top 3 Customer Experience areas to focus on? We'll start our time together unpacking this fun topic, leaving you with some great takeaways that will lead not only to creating a winning and memorable customer experience program, but also leading into "customer success programs." Yes—we just dropped a new trend on you!

- **Telling the Right Story**

When you communicate with your customers, whose story are you telling? It's time to refocus your marketing on the person who matters most: your customer, not yourself.

- **Experience: Just Do It**

Guest Speaker Andrew Meichtry, a Global Instructional Designer, will be joining us from Nike to discuss how he and his team create and implement customer experience on a global scale.

11:35 pm: Round Table Discussions

Choose from multiple sessions and get the opportunity to learn and share with your peers. Topics include "The Changing Video Landscape," "B2B Marketing," "Getting the Right Message Heard in a Digital World," "Geography-Based Marketing," "How Do You Prove Local?" and "Focused on CEX?"

12:05 pm: Lunch

We'll enjoy lunch at The Elysian.

- **The S&*% We Hear**

Perk up, sit up, and listen up as Beth and Leif lead this humorous, and possibly painful, session focusing on your frontline employees and the conversations they have with current and future customers. If you've ever wondered what your staff is saying when you're not listening, this is the topic for you.

- **Marketing Campaign Analysis 2.0**

Join us for Marketing Campaign Analysis 2.0 to learn how Pivot has changed the thought process behind return on marketing expense tracking with new data, strategic analysis, and a web-based process.

- **Round Table Discussions**

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- **Visual Experience: Designing for Humans**

Humans are complex creatures. Let's dive into our creative psyche and how that effects the way we engage with brands.

4:00 pm: Adjourn

5:15 pm: Shuttle Pick Up Outside of The Paramount

6:00 pm: Client Event at Pivot

7:30 - 8:30 pm: Shuttles Depart about every 20 minutes, should you want to leave early

THURSDAY, SEPTEMBER 21

8:30 am: Welcome!

- **CEX In a Digital World**

The customer is still the customer whether in the physical or digital world. Are we giving the same experience in both? We'll dive into a few key digital touch points that will enhance your CEX and leave your customers virtually impressed. Get it? Virtual?

- **Experience You Can Taste**

Guest Speaker Chef John will be joining us from Plaza Del Toro, Tasty n Alder and Tasty n Sons.

- **The Next Best Thing to a Crystal Ball**

You've heard that a nearby community is underserved and residents yearn for a better customer experience. But how do you know for sure? Pivot's research team will present case studies of recent new market assessment surveys and how results were used to make "go" and "no-go" decisions.

- **Proving Local**

We like to tell our customers we are local, but how do we prove it? This session looks at different methods for doing what the Pivot team has come to call "proving local."

- **Round Table Discussions**

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12:00 pm: Food Cart Lunch

- **Creative Thinking for Mental Ruts**

Marketing can get stale and dry quickly—we've all experienced it. Spice up your marketing with a little dash of creative thinking. Case studies, paired with tips and tricks, will inspire you to push your company's boundaries.

- **Round Table Discussions**

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- **Where Do We Go From Here?**

So, what's next for your company? In this session, we cover the key takeaways from all the presentations and discuss how Pivot can help you get where you want to go.

- **Bringing it Home**

Closing thoughts

4:15 pm: Cocktail Hour

**Agenda subject to change*