



SUNDAY

- 9:00am Registration opens
- 10:00am Pre-Conference Educational Courses (lunch included)
- 1:00pm Registration closes
- 1:00pm Partner Day begins
- 5:30pm Registration re-opens
- 6:30pm Welcome Reception begins
- 8:30pm Registration closes

MONDAY

- 7:30am Breakfast and Registration
- 8:40am Welcome to Ascend with President and CEO, Mark Duffell
- 8:55am Keynote: Episerver Product Strategy and Roadmap with EVP Strategy and CMO, James Norwood
- 9:40am Keynote: Martech's Role on the Journey to Exceptional Customer Experiences, Kirsten Newbold-Knipp, Research Director, Gartner, Inc.
- 10:25am Session Break with coffee
- 10:45am Lab: Digital Experience Cloud Service and Deployment Portal
- 10:45am Lab: Extending Episerver in Five Easy Ways
- 10:45am Roadmap: Episerver CMS
- 10:45am Roadmap: Episerver Commerce
- 11:30am Episerver Find Roadmap
- 11:30am Improving the Customer Experience with GDPR
- 12:00pm Lunch
- 1:00pm Keynote: Troy Hunt
- 2:00pm Session Break
- 2:15pm Lab: Digital Experience Maturity
- 2:15pm Lab: Leverage the power of OWIN inside Episerver CMS and Commerce
- 2:15pm Tips and Tricks: Data-driven marketing
- 2:15pm Avoid Performance Anxiety
- 2:15pm Football at scale: Delivering a platform to empower the English Football League
- 3:00pm Tips and Tricks: Three ways to drive traffic to your website
- 3:00pm Roadmap: Ektron
- 3:00pm Episerver Perform and Reach: Integrated personalization for a more relevant and engaging experience
- 3:00pm Enabling a digitally agile salesforce
- 3:00pm Sales and Use Tax Compliance for Ecommerce Businesses
- 3:00pm Code Bash begins

MONDAY [CONTINUED]

- 3:45pm** Session Break with food
- 4:15pm** Episerver Insight: Do more with data
- 4:15pm** Digital Maturity Model: Ecommerce
- 4:15pm** Driving Engagement and Awareness with Digitized Fundraising
- 4:15pm** How to measure ROI from customer experience improvements on Episerver
- 5:00pm** Monday Night Mixer: Welcome Reception sponsored by Microsoft

TUESDAY

- 7:30am** Breakfast and Registration
- 8:40am** Day Two Welcome with CMO, James Norwood
- 8:45am** Keynote: Shawn Anchor, NYTimes bestselling author of the Happiness Advantage and positive psychology researcher
- 9:45am** Session break with coffee
- 10:15am** Lab: Introduction to Episerver Insight
- 10:15am** Lab: Episerver as Headless
- 10:15am** Episerver Advance: Put your content to work
- 10:15am** Building a stickier site through UGC, MA and Social
- 10:15am** Powering Toppers Pizza's Growth with Episerver
- 11:00am** Session Break
- 11:15am** How to Navigate the GDPR Minefield: Your Essential Guide to the Future of Business in the Global Marketplace
- 11:15am** Customer Spotlight - Hear from an Episerver Customer
- 11:15am** Digitizing DNA: A Live Look at How Episerver is Altering the Genetic Makeup of ACCO Brands
- 12:00pm** Lunch
- 1:05pm** Sponsored Lab - Learn with an Episerver Partner
- 1:05pm** Exploring OPE with Angular and React
- 1:05pm** TCO: The cost-saving, productivity-improving truth about Cloud
- 1:05pm** Customer Success: Putting your data to work in real-time
- 1:05pm** Commerce: Accept conversions even if your back-office systems aren't available
- 1:55pm** Session Break
- 2:15pm** Lab: Introduction to Episerver Advance
- 2:15pm** Episerver Social: Building your brand with user-generated content
- 2:15pm** Episerver Campaign: Omnichannel campaign management made easy
- 2:15pm** Building a Better Guest Experience with Buffalo Wild Wings
- 2:15pm** 24/7 Episerver Project Delivery

TUESDAY (CONTINUED)

- 3:00pm** Session Break
- 3:15pm** Lab: Introduction to Episerver Campaign
- 3:15pm** Lab: Episerverless = Azure Functions + Episerver
- 3:15pm** Complex Ecommerce Business Requirements? See how Creative Co-Op simplifies it
- 3:15pm** Embrace your complexity and deliver a connected and coherent digital commerce experience
- 4:00pm** Session Break with food
- 4:30pm** Lab: Configuring Episerver Social/UGC
- 4:30pm** Modern Digital Marketing: Top 3 Opportunities for the Savvy Marketer in 2018
- 4:30pm** Your Episerver Migration: FML to LOL
- 4:30pm** Minimize distractions for a customer-first approach
- 4:30pm** The Future of Brand Engagement
- 5:15pm** Session Break
- 5:30pm** Lab: How to personalize Episerver Find using Episerver Social
- 5:30pm** Lab: Best kept Add-on secrets
- 5:30pm** How to improve Key Performance Indicators in CMS websites
- 5:30pm** Bringing Your Digital B2B Sales Up to Speed
- 5:30pm** Sponsored Session - Hear from an Episerver Partner
- 7:00pm** Final Night Party: Episerver Rising

WEDNESDAY

- 8:00am** PIC Meeting begins [includes breakfast]
- 8:30am** Breakfast
- 9:00am** Customer Appreciation Day featuring Welcome from Chad Wolf, CCO, and Alex Martel, VP Americas Customer Sales; Customer Awards
- 10:00am** CAB Meeting begins
- 11:00am** Session Break
- 11:15am** Tips and Tricks: Become an Episerver Ninja
- 11:15am** Working with Partners to get the most out of your Episerver solution
- 11:15am** Developer Secrets in Episerver Commerce
- 11:15am** Sponsored Session - Hear from an Episerver Partner
- 12:00pm** To-go lunches available