



SUNDAY

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

MONDAY

- 7:30am Breakfast and Registration
- 8:40am Welcome: Episerver President and CEO, Mark Duffell
- 8:55am Keynote: Episerver Product Strategy and Roadmap, 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 Break with coffee
- 10:45am Lab: Extending Episerver in Five Easy Ways
- 10:45am Roadmap: Episerver CMS
- 10:45am Roadmap: Episerver Commerce
- 11:30am Roadmap: Episerver Find
- 11:30am Unified Commerce & ERP Integration, the unavoidable path to success!
- 12:00pm Lunch
- 1:05pm Keynote: Microsoft Regional Director and Author at Pluralsight, Troy Hunt
- 2:00pm Free Certification
- 2:15pm Customer Only Roundtable: Strategy for CIOs, IT and Developers
- 2:15pm Lab: How to Personalize Episerver Find using Episerver Social
- 2:15pm Lab: Boost SEO in your Episerver solution
- 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 Customer Only Commerce Roundtable: Ecommerce Strategy for General Managers, Marketers and Merchandisers
- 3:00pm Customer Only Marketing Roundtable: Digital Marketing Strategy for CMOs and Marketing Directors
- 3:00pm Episerver Perform and Reach: Integrated personalization for a more relevant and engaging experience
- 3:00pm Enabling a digitally agile salesforce

MONDAY [CONTINUED]

- 3:00pm** Lab: Three ways to drive traffic to your website
- 3:00pm** Verisk and Wood Mackenzie: Content and Commerce Transformation
- 3:00pm** Sales and Use Tax Compliance for Ecommerce Businesses
- 3:45pm** 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** Break with coffee
- 10:15am** Ektron Roadmap
- 10:15am** Building a stickier site through UGC, MA and Social
- 10:15am** Powering Toppers Pizza's Growth with Episerver
- 10:30am** Lab: Introduction to Episerver Insight
- 10:30am** Lab: Episerver as Headless
- 11:15am** How to Navigate the GDPR Minefield: Your Essential Guide to the Future of Business in the Global Marketplace
- 11:15am** From Ektron to Episerver: A Real World Return on Investment
- 11:15am** Digitizing DNA: A Live Look at How Episerver is Altering the Genetic Makeup of ACCO Brands
- 12:00pm** Lunch
- 1:05pm** Lab: Digital Experience Maturity
- 1:05pm** Exploring OPE with Angular and React
- 1:05pm** What's New in Azure Serverless
- 1:05pm** Episerver Advance: Put your content to work
- 1:05pm** Commerce: Accept conversions even if your back-office systems aren't available
- 2:00pm** Free Certification
- 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

TUESDAY (CONTINUED)

- 2:15pm** Building a Better Guest Experience with Buffalo Wild Wings
- 2:15pm** 24/7 Episerver Project Delivery
- 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** How to improve Key Performance Indicators in Commerce websites
- 3:15pm** Embrace your complexity and deliver a connected and coherent digital commerce experience

- 4:00pm** 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** How to not screw up your Episerver Migration
- 4:30pm** Minimize distractions for a customer-first approach
- 4:30pm** The Future of Brand Engagement
- 5:30pm** Delivering Maximum Business Benefit with the Full Episerver Stack
- 5:30pm** Delivering on the Promise of Personalization with Episerver Campaign
- 5:30pm** Lab: Best kept Add-on secrets
- 5:30pm** How to improve Key Performance Indicators in CMS websites
- 5:30pm** Increase B2B Sales by Understanding Digital Buying Intent
- 7:00pm** Final Night Party: Episerver Rising sponsored by Luminos Labs

WEDNESDAY

- 8:30am** Breakfast
- 9:00am** Customer Appreciation Day featuring Welcome from Chad Wolf, CCO, and Alex Martel, VP Americas Customer Sales; Customer Awards

- 9:00am** Free Certification
- 11:15am** Lab: Become an Episerver Jedi
- 11:15am** Working with Partners to get the most out of your Episerver solution
- 11:15am** Developer News in Episerver Commerce
- 12:00pm** To-go lunches available