

WEDNESDAY, APRIL 10, 2024

DAY 1
Agenda

5:30PM - 7:30PM

SmartStart Welcome Reception

Four Seasons Ballroom Foyer

Let the excitement unfold as we kick off INNOVATE North America 2024 with a vibrant Welcome Reception. Connect with peers, engage with our experts and partners, and indulge in delectable hors d'oeuvres and crafted cocktails.

THURSDAY, APRIL 11, 2024

DAY 2
Agenda

7:30AM - 8:30AM

Networking Breakfast

Four Seasons Ballroom Foyer

Enjoy a healthy selection of food and beverages while mingling with fellow attendees. It's the perfect opportunity to fuel up for a day filled with learning and networking.

8:30AM - 8:45AM

A Bright Future Awaits

Hitesh Bhindi, Chief Customer Officer, Smart Communications

Four Seasons Ballroom

8:45AM - 9:15AM

Seizing the Moment: Why Now's the Time for Future-Ready Customer Conversations

Leigh Segall, CEO, Smart Communications

Four Seasons Ballroom

In this keynote address, CEO Leigh Segall presents a compelling case for organizations to embrace the urgency of preparing for the customer conversations of tomorrow. Discover why the present moment is pivotal in shaping the future of customer engagement, and understand the critical tools and strategies needed to stay ahead.

9:15AM - 10:00AM

Pivotal Trends Shaping a Smarter Conversational Future

Marci Maddox, Research Vice President, Digital Experience Strategies, IDC

Four Seasons Ballroom

While 2023 presented itself as a time of uncertainty for the global business community, the headlines of inflation and recession were put aside for those organizations remaining steadfast on their journey to becoming an agile and connected digital business. During this session, Marci Maddox will show how organizations are maximizing their technology to create smarter insights, smarter data, smarter channels, and smarter experiences to meet the challenges of tomorrow's competitive landscape. Prepare for your Smarter future by elevating customer conversations.

THURSDAY, APRIL 11, 2024

DAY 2
Agenda

10:00AM - 10:30AM

Networking Break

Four Seasons Ballroom Foyer

Refuel with an assortment of beverages and snacks. Don't miss the opportunity to visit one of our SmartBars, where you can engage with our product experts, get answers to your technical questions, see live demonstrations, and explore what's new.

10:30AM - 12:00PM

Destination Innovation: Mapping the Future

Simon Tindal, Chief Technology Officer, Smart Communications
Martin Suter, Chief Product Officer, Smart Communications
Clinton Brown, SVP Cloud Solutions, Smart Communications

Four Seasons Ballroom

Join us for an exclusive session led by our CTO and team, as they unveil our innovative roadmap for the Conversation Cloud™. Discover the latest enhancements in SmartCOMM™ and SmartIQ™ that will empower you to drive forward-thinking customer strategies with confidence and agility. Plus, dive into cutting-edge AI capabilities you can use today, and into the future.

12:00PM - 1:00PM

Networking Lunch

Four Seasons Ballroom Foyer & Terrace

Step outside and indulge in a delectable lunch spread on the scenic Four Seasons terrace. During the lunch break, don't miss the opportunity to visit one of our SmartBars, where you can engage with our product experts, get answers to your technical questions, see live demonstrations, and explore what's new.

1:00PM - 1:30PM

Strengthening Customer Trust to Unlock Innovation and Growth

Rob Dietz, EY Guidewire Alliance Leader and Client Serving Partner, Financial Services, Ernst & Young LLP

Four Seasons Ballroom

Join EY for a conversation on how companies can prepare for the transformative impact of Generative AI and ever-evolving customer needs. Take a deep dive into how strategic technology is transforming and improving customer communications in new and different ways.

1:30PM - 2:00PM

Future-Focused Power Panel

Dave Towers, Chief Revenue Officer, Smart Communications (moderator)
Matt McLaughlin, Director Business Systems, Priority Health
Kalin Kelly, Chief Information Officer, Continental General Insurance
Kristen Keenan, SVP, Director Technology Solutions, Northern Trust
David Holroyd, VP Operations, Raymond James

Four Seasons Ballroom

Join industry leaders from Insurance, Financial Services, and Healthcare for a dynamic panel discussion on overcoming today's most critical digital transformation challenges. Gain insights into the strategies and innovations that will drive future success.

THURSDAY, APRIL 11, 2024

DAY 2
Agenda

BREAKOUTS

2:15PM - 3:00PM

Future FSI's: Trends and Trailblazers

Scott Draeger, SVP Product Mktg & Industry Solutions, Smart Communications
Kristen Keenan, SVP, Director Technology Solutions, Northern Trust
Marty Pearson, VP of IT, The Pacific Financial Group

Violet Crown

Uncover the latest trends that are reshaping customer behavior and driving digital transformation for FSI's. Join us for an engaging panel discussion where industry executives will share insights from their own digital transformation journeys, highlighting both successes and challenges encountered along the way. Gain valuable learnings and strategic insights to navigate the evolving landscape of financial services.

Insuring Tomorrow: Trends and Trailblazers

Eileen Potter, VP Insurance Marketing, Smart Communications
Sreenivas Gouraram, AVP, Guidewire Platform, CNA Financial
Maegan Gallotello, Asst Life Program Manager, Amica
Nathan Poe, Senior Architect, ARAG North America
Michelle Jones, Application Architect, Brotherhood Mutual
Joe Davidyock, Director of IT, Penn Mutual

Four Season Ballroom

Explore the pivotal trends shaping the insurance industry, and strategies to fortify your business for the future. Engage in a dynamic panel discussion featuring industry professionals sharing their most pressing challenges and innovative solutions to tackle them head-on.

Healthcare Horizons: Trends and Triumphs

John Zimmerer, VP Healthcare Marketing, Smart Communications
Matt McLaughlin, Director Business Systems, Priority Health
Samantha Walma, Product Owner, Smart Communications, Priority Health

San Jacinto Ballroom

Explore the latest trends shaping the healthcare industry and strategies to navigate the evolving landscape. Gain valuable insights from Priority Health as they share their remarkable success story, offering valuable lessons and inspiration for health organizations.

3:00PM - 3:30PM

Networking Break

Four Seasons Ballroom Foyer

Refuel with an assortment of beverages and snacks. Don't miss the opportunity to visit one of our SmartBars, where you can engage with our product experts, get answers to your technical questions, see live demonstrations, and explore what's new.

THURSDAY, APRIL 11, 2024

DAY 2
Agenda

BREAKOUTS

3:30PM - 4:15PM

Silver Sponsor Breakout: Guidewire

San Jacinto Ballroom

Enabling Optimized Experiences for Medicare Enrollment & Prior Authorization

Josh Voluck, Innovation and Digital Transformation Leader, Cognizant
Vikramjeet Singh, Competency Lead, Content Platforms, Cognizant
John Zimmerer, VP Healthcare Marketing, Smart Communications

Violet Crown

Discover a groundbreaking solution jointly developed by Cognizant and Smart Communications, designed specifically for US healthcare providers and payors. Uncover how Medicare Navigator simplifies plan enrollment transitions, while SMART Prior Authorizations digitizes workflows to ensure compliance with the latest CMS regulations.

The Final Leap: Your Path to Digital Transformation Completion

Scott Draeger, SVP Product Mktg & Industry Solutions, Smart Communications

Four Seasons Ballroom

You have successful applications in production. You're improving customer experience, lowering costs, and remaining compliant. To get the most out of your Smart Communications investment, the final step is CCM consolidation. Learn how our latest migration technology will accelerate your path to completion and position you for future success.

4:25PM - 4:50PM

One Partner, One Solution: Streamlining Your Technology Stack

Tim Hays, Chief Information Officer, Mountain West Farm Bureau

Four Seasons Ballroom

Get tactical advice from an experienced CIO on how you can ditch multiple legacy systems – once and for all – for a one-partner approach to managing customer conversations across the enterprise. Explore how consolidating to a single cloud-based solution saves money, drives efficiency, and prepares your organization for the challenges of tomorrow.

4:50PM - 5:00PM

Navigating Tomorrow: Closing Insights

Hitesh Bhindi, Chief Customer Officer, Smart Communications

Four Seasons Ballroom

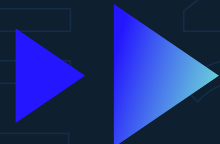
6:30PM - 9:30PM

Rock the Future!

Four Seasons Lawn

Join us under the Austin stars for an unforgettable evening. Savor a delectable dinner, rock out to the rhythms of our live band, and partake in lively games and activities. Indulge your sweet tooth with scrumptious desserts and toast to new friends.

Get ready to rock the future!



FRIDAY, APRIL 12, 2024

DAY 3 Agenda

7:30AM - 8:30AM

Networking Breakfast

Four Seasons Ballroom Foyer

Enjoy a healthy selection of food and beverages while mingling with fellow attendees. It's the perfect opportunity to fuel up for your final day of learning and networking.

8:30AM - 8:45AM

Welcome Back!

Hitesh Bhindi, Chief Customer Officer, Smart Communications

Four Seasons Ballroom

8:45AM - 9:15AM

Balancing CX and Security to Restore Trust in Omnichannel Customer Conversations

Will LaSala, Field CTO, OneSpan

Four Seasons Ballroom

To achieve the customer conversations of tomorrow, the most critical digital transformation challenges must be addressed today. Whether these customer conversations are small or substantial, the balance of security and customer experience must take center stage. To maintain security, while enhancing two-way conversations - forms and digital agreements are evolving to deliver omnichannel experiences, backed by digital identity and legal enforceability.

BREAKOUTS

9:30AM - 10:10AM

SmartSkills Accreditation: Crafting Effective Communications – Best Practices and Strategies

Afthab Badimoole, Manager, Professional Services, Smart Communications

Four Seasons Ballroom

Unlock the secrets to crafting powerful communications with our comprehensive session on best practices and strategies. Dive deep into essential topics such as understanding user requirements, ensuring data security and compliance, optimizing scalability and performance, achieving seamless omnichannel integration, and implementing effective feedback systems using the Conversation Cloud. Explore common pitfalls and mistakes to avoid and gain actionable insights on how to elevate your customer communications in 2024 and beyond.

**All session attendees will earn a SmartSkills digital badge of completion*

An Executive Blueprint for Building a World-Class Center of Excellence

Joe Gionta, VP Professional Services, NAM, Smart Communications

Violet Crown

Explore essential strategies for implementing a Center of Excellence to maximize the impact of your SmartCOMM and SmartIQ investment. Gain insight into the prerequisites for establishing a Center of Excellence and learn practical tips for setup and measuring success.

FRIDAY, APRIL 12, 2024

DAY 3
Agenda

BREAKOUTS

9:30AM - 10:10AM

Better Together: Harnessing the Synergy of SmartCOMM and SmartIQ

Martin Suter, Chief Product Officer, Smart Communications
Chris Murphy, VP Product Marketing, Smart Communications

San Jacinto

From onboarding to account servicing, virtually every customer communication process begins with the crucial step of customer data collection. Explore the unparalleled benefits of integrating SmartCOMM with SmartIQ as we discuss how this powerful combination drives efficiency, agility, and secure digital-first interactions.

10:10AM - 10:40AM

Networking Break

Four Seasons Ballroom Foyer

Refuel with an assortment of beverages and snacks. Don't miss the opportunity to visit one of our SmartBars, where you can engage with our product experts, get answers to your technical questions, see live demonstrations, and explore what's new.

10:40AM - 11:20AM

SmartSkills Accreditation: Mastering Form Design – Strategies for Success

Ryan Griffiths, Principal Consultant, Smart Communications

Violet Crown

Unlock the secrets to successful form design with a comprehensive look at best practices including UI/UX design, optimizing performance, and ensuring accessibility and WCAG compliance. Get expert insights on migration strategies, error handling, and logging to ensure your forms are not only user-friendly but also efficient and fully compliant.

**All session attendees will earn a SmartSkills digital badge of completion*

SmartCOMM: Exploring Advanced Features and Use Cases

Chris Murphy, VP Product Marketing, Smart Communications
Martin Suter, Chief Product Officer, Smart Communications

Four Seasons Ballroom

As your trusted platform for critical customer communications, SmartCOMM continues to evolve to meet your growing needs. Explore the most important enhancements and capabilities added over the past year. From over 80 CX improvements in the Template Editor to advancements in deployment options and partner integrations, we'll showcase how these updates can drive value, save time, and support new use cases. Don't miss this opportunity to unlock the full potential of SmartCOMM and stay ahead of the curve in customer communications.

FRIDAY, APRIL 12, 2024

DAY 3
Agenda

BREAKOUTS

10:40AM - 11:20AM

**5 Keys to a Successful CCM Migration:
Overcoming Blockers and Maximizing Impact**

Joe Gionta, VP Professional Services, NAM, Smart Communications
San Jacinto Ballroom

Embark on a journey toward a seamless technical CCM migration. Learn how to overcome migration blockers, effectively make your business case, and strategically plan for the transition. Discover key prioritization considerations and gain invaluable tips for quantifying the benefits of your migration, ultimately enabling smarter conversations across your organization.

11:30AM - 12:00PM

SCALE Awards Ceremony

Hitesh Bhindi, Chief Customer Officer, Smart Communications
Leigh Segall, CEO, Smart Communications
Four Seasons Ballroom

Join us for a prestigious awards ceremony, where we recognize and celebrate the exceptional achievements of our customers and partners. Our SCALE Awards honor those who have demonstrated outstanding innovation, leadership, and success in leveraging our solutions to scale their business to new heights.

12:00 PM

Lunch To Go!

As we conclude our event, we want to ensure your journey home is as seamless as possible. Enjoy a delicious meal on the go as you carry the inspiration and insights from INNOVATE '24 with you on your way home.

