

Agenda

INNOVATE LONDON, 2025

Tuesday 7 October

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| 9:00 AM | Registration, Coffee, & Pastries | | |
| 9:30 AM | Opening & Welcome Nick Smith, SVP Sales EMEA & APAC | | |
| 9:40 AM | The Moves that Matter Most: Navigating Change, Embracing Opportunity Leigh Segall, Chief Executive Officer | Join Smart Communications CEO Leigh Segall as she kicks off Innovate 2025 with a look at the bold decisions that shape transformation—past, present, and future. From the Smart Moves that have defined our industry to the ones you’re making today, this keynote will set the stage for a high-impact event and unveil what’s next for Smart Communications. | |
| 10:00 AM | Smart Moves Ahead: The Road map to Smarter Conversations Martin Suter, Chief Product Officer Richard Ward, Head of Product Management | Explore the latest capabilities in SmartCOMM™ and SmartIQ™ that you can start using today—along with a first-hand look at our short- and long-term product strategy. See SmartHUB™ in action, built to unify experiences across the customer journey, and get an inside look at SmartPATH™—our newest solution for orchestrating real-time, multi-channel communications within the Conversation Cloud®. | |
| 11:15 AM | Networking Break | | |
| 11:45 AM | Innovation in Motion: Turning Ideas into Impact Customer Panel | Innovation doesn’t happen by accident—it’s built through structure, evaluation, and bold decisions. In this panel, hear from customers who are leading innovation within their organizations. Learn how they identify, evaluate, and implement new technologies—including whether they rely on innovation teams, centers of excellence, or business-led pilots. Discover how they’re using the Conversation Cloud to drive meaningful change—and how they ensure innovation aligns with business goals and scales across teams. | |
| 12:15 PM | Smarter Together: The Power of a Platform Simon Tindal, Chief Technology Officer Chris Murphy, VP Product Marketing | The Conversation Cloud has evolved—and so has the opportunity it brings to your business. In this session, we’ll explore the trends shaping our platform innovation and what it means for your organization moving forward. Learn why a connected platform delivers more value than individual point solutions, and how you can get started quickly with bundled offerings designed to prove value fast. | |
| 12:45 PM | Networking Lunch | | |
| Breakout Sessions | | | |
| 1:45 PM | Smarter Communications 10 Things You’re Not Doing with SmartCOMM (But Should Be) Gerard Ryan, Senior Product Owner Think you know SmartCOMM? Think again. In this fast-paced, idea-packed session, we’ll explore ten powerful capabilities you may not be taking advantage of—yet. From underused features to new enhancements, we’ll show you how to unlock even more value from your investment. Walk away with practical ideas you can act on immediately to improve efficiency, reduce risk, and deliver better customer experiences across every channel. | Next in Capital Markets Case Study: Bank of America – Implementing SmartIQ in Capital Markets Bank of America Join representatives from Bank of America as they share an in-depth session on their journey implementing SmartIQ. This session will cover the key drivers behind the decision, the rollout approach, and the practical challenges along the way. Attendees will gain valuable insights into how the implementation has impacted operational efficiency, customer experience, and compliance outcomes. Hear first-hand how Bank of America navigated the transformation, what lessons they learned, and the tangible results they have achieved so far. | The Future Stack SmartPATH in Action: Orchestrate, Adapt, Deliver Gordon Tang, Product Owner Chris Murphy, VP, Product Marketing Join this interactive session for a deeper look at SmartPATH—the newest way to orchestrate customer communications across channels with agility and precision. You’ll see practical demos of real-world use cases that show how SmartPATH dynamically adapts communication flows to increase engagement and reduce friction. Bring your questions—this session includes open Q&A so you can explore how SmartPATH can work for your unique needs. |
| 2:15 PM | Transition Break | | |
| 2:30 PM | Small Steps, Big Shifts: Improving Communication Journeys with SmartIQ Sally Schulte, Sr. Director, Product Marketing James Dawson, Product Owner You’ve modernized your communications with SmartCOMM—but one of the biggest opportunities may still be untapped. In this session, we’ll explore the hidden impact of manual data collection within the communication journey—and how it can undermine the very experiences you’re trying to improve. Learn how organizations are solving this challenge today and get a glimpse into how SmartIQ Agent will shape more seamless, conversational data collection in the near future. | What’s New: Enhancements for Capital Markets Tam Nguyen, Client Solutions Manager Sam Bell, Sr. Solutions Architect Join this engaging session with Tam and Sam as they unveil a range of exciting enhancements designed specifically for our Capital Markets community. Discover how SmartIQ can be used in settlements to drive greater efficiency and automation in client workflows. Learn how new and improved collaboration features make it easier for your teams to work together with counterparty requests as well as enhanced capabilities tailored to streamline onboarding use cases. The session will include demonstrations of these new features in action, followed by an interactive Q&A, giving you the opportunity to ask questions and discuss directly with the team. | SmartHUB™ In Action: Connect, Store, Retrieve Jani Partanen, Field CTO, SmartHUB Flavio Cesaro do Buora, Product Manager Explore how SmartHUB brings structure, security, and scale to your communication archives. This hands-on session takes a deeper dive into practical applications of SmartHUB, from seamless integration to intelligent search and compliant long-term storage. Through live demos and real use cases, you’ll see how customers are using SmartHUB to unlock value from archived content. Stick around for Q&A to get your questions answered and explore how SmartHUB can fit into your ecosystem. |
| 3:00 PM | Networking Break | | |
| 3:30 PM | The Move that Changed Everything Customer Keynote to be Announced | Sometimes the most meaningful outcomes aren’t the ones you set out to achieve. In this customer keynote, you’ll hear the story of a transformation journey that delivered more than just measurable ROI. From unexpected wins to personal and organizational breakthroughs, this session offers a candid look at how modernizing customer communications can drive lasting change—in operations, culture, and connection. | |
| 4:00 PM | Six Simple Steps to Rockstar CX James Dodkins, Award-winning Author & Speaker | Get ready for a high-energy, thought-provoking session where James Dodkins shares unforgettable lessons to help you elevate your customer experience. From creating superfans to empowering frontline teams, this keynote delivers practical insights with an entertaining twist—leaving you inspired to take your CX strategy to the next level. | |
| 4:45 PM | Closing Remarks Nick Smith, SVP Sales EMEA & APAC | | |
| 5:00 PM | Cheers to Smart Moves! After a day of smart moves, bold ideas, and dynamic discussions, join us to unwind and connect with fellow Innovate attendees. We’ll gather at the elegant Champagne Bar at the Landmark Hotel London to enjoy a curated selection of beverages and hors d’oeuvres. Reflect on the day’s key takeaways, spark new conversations, and raise a glass to the promise of a smarter future. Let’s toast to the moves that matter—as we close out Innovate 2025 in style | | |