

TIME	TRACK	SESSION	COME DISCOVER...	LOCATION
5:45pm - 6:05pm	<b>PARTNER THEATER</b>	Using Content Intelligence to elevate your Sitecore solution	How Aprimo is using AI to improve both their content lifecycle and Sitecore solution.	Partner Pavilion Theater
6:10pm - 6:30pm	<b>PARTNER THEATER</b>	Get more results without more effort with out-of-the-box AI	How Coveo's AI-powered search & recommendation deliver personalization at scale.	Partner Pavilion Theater
6:35pm - 6:55pm	<b>PARTNER THEATER</b>	Commerce MVP panel: Fielding common client questions	Questions commonly asked by clients embarking on their commerce journey.	Partner Pavilion Theater

TIME	TRACK	SESSION	COME DISCOVER...	LOCATION	
7:00am - 8:00am				Breakfast	Dolphin, Atlantic Hall
8:00am - 9:15am	DAY 1: OPENING KEYNOTE GUEST KEYNOTE DEVELOPER KEYNOTE MARKETING KEYNOTE	Elevate the experience to transform your business		Dolphin, Pacific Hall	
9:15am - 10:00am		Mick Ebeling: The fallacy of "Impossible"		Dolphin, Pacific Hall	
10:15am - 11:00am		Deane Barker: Headless CMS and the great uncoupling		Swan 10	
10:15am - 11:00am		Drew Nessler: The four traits of successful marketers		Dolphin, Pacific Hall	
11:00am - 11:45am				Break	Partner Pavilion
10:55am - 11:15am	PARTNER THEATER PARTNER THEATER	NECXT: What's on the horizon for CX?	Key findings from NECXT, a new report from Verndale, that explores the future of CX. What you need to find your Phase 2 and make it a reality.	Partner Pavilion Theater Partner Pavilion Theater	
11:20am - 11:40am		The elusive phase 2: Why can't you get there?			
11:45am - 12:30pm	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED MARKETING MARKETING OPTIMIZATION OPTIMIZATION OPTIMIZATION	Now containing 50% more Azure	The latest out-of-the-box Sitecore integrations with Azure.	Swan 2	
		Sitecore 9.1 overview	New features shipped in 9.1.	Swan 10	
		Sitecore in the cloud with Microsoft Azure	What's new in Azure services stack and which components are leveraged by Sitecore	Swan, Pelican	
		The Cortex engine: Process at scale	The main architectural changes for data processing in Sitecore 9.1.	Swan 4	
		Seven common commerce customizations	How to implement common customizations within SXC.	Swan, Mockingbird	
		Igniting your commerce experience	How to provide contextually smart shopping experiences & mitigate issues.	Dolphin, N. Hemisphere A2	
		Empowering your users: Maximizing the content management experience	How basic features like tooltips & thumbnails can improve the authoring experience.	Dolphin, N. Hemisphere A1	
		The challenge of the experience economy	How design can help overcome the evolving challenges of the experience economy.	Swan 6	
		How Sitecore powers digital transformation/innovation for Zurich Insurance	Best practices with Azure PaaS, SXA, headless CMS, e-comm, & omni-channel.	Swan 5	
		Sitecore, machine learning, and one-to-one personalization	How to turn data into a customer experience that delivers mutual value.	Dolphin, S. Hemisphere II	
12:45pm - 1:30pm	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED MARKETING MARKETING MARKETING OPTIMIZATION OPTIMIZATION OPTIMIZATION	Drive adoption & cost efficiencies by transforming self-service technology	How Pfizer IT is transforming the way it delivers enterprise technology support.	Dolphin, S. Hemisphere I	
		Getting a unified view of the customer to drive targeted marketing	Practical examples of what you can achieve by having a proper data strategy.	Dolphin, N. Hemisphere A4	
		The Sitecore headless revolution	Headless options for leveraging Sitecore Experience Cloud for any use case.	Swan 10	
		Continuous delivery by design in Azure PaaS	A microservice architecture set up with SXC and JSS.	Swan 2	
		Sitecore and GDPR: Your personal data belongs to you	How evolving privacy legislation affects your Sitecore implementation.	Swan 4	
		Supersonic Commerce with easyJet	How easyJet drives revenue, extends reach, and cuts costs with Sitecore.	Swan, Mockingbird	
		Sitecore Managed Cloud for Commerce: Deliver real business value	How to architect and manage a SXC solution.	Dolphin, N. Hemisphere A2	
		Enabling your marketing team to "run" with Sitecore	PMI's journey to a self-service digital marketing model.	Dolphin, N. Hemisphere A1	
		Real-world machine learning: Thirty scenarios where ML makes sense now	Thirty situations in which marketers should use ML.	Swan 6	
		The road to Amazon and beyond	How to get started with Sitecore Experience Commerce 9.	Swan, Pelican	
1:30pm - 2:45pm	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED MARKETING MARKETING MARKETING OPTIMIZATION OPTIMIZATION OPTIMIZATION	The revolution will be being personalized	How to get started with personalization.	Swan 5	
		Leading the way: Supercharged Sitecore lead generation	How a set of configurable conversion forms led to increase in lead generation.	Dolphin, N. Hemisphere A4	
		Zero to 100 in two months: Hitting the personalization fast track with Toyota	How Toyota, it's agencies, and SBOS implemented personalization for Corolla.	Dolphin, S. Hemisphere II	
		12 personalization tactics to supercharge your digital experiences	How to use Sitecore xDB, xConnect, and Cortex to power individualization at scale.	Dolphin, S. Hemisphere I	
		Which sessions to attend? Ask our Symposium recommendation engine	Recommendation engine built on Sitecore XP 9 using xConnect services & Azure.	Swan 4	
		Horizon: Uncovering core UX and architectural concepts	The new Sitecore UI that helps to create amazing experiences powered by insights.	Swan 10	
		How Achmea optimized its development and deployment workflow	How to deploy quality code fast and often with zero downtime.	Swan 2	
		Where machine learning meets social #ThinkYouKnowMe	How to serve personalized recommendations without storing user's personal details.	Swan, Mockingbird	
		Your commerce business on one dashboard	How to merge multiple data sources to create dashboards.	Dolphin, N. Hemisphere A2	
		Taming the content monster: Six strategies for slaying content creation	How to simplify the content authoring process.	Dolphin, N. Hemisphere A1	
2:45pm - 3:30pm	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED MARKETING MARKETING MARKETING	Supercharge your author experience with machine learning	Practical ways to use machine learning to reduce or eliminate tedious tasks.	Swan 6	
		Using B2C strategy to drive a B2B model	How Travel Leaders Group uses Sitecore for successful demand-gen programs.	Swan 5	
		Volvo Cars: Driving innovation in the automotive customer experience	How Volvo Cars uses Sitecore to deliver personalized, intuitive experiences.	Swan, Pelican	

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TIME	TRACK	SESSION	COME DISCOVER...	LOCATION
2:45pm - 3:30pm	OPTIMIZATION OPTIMIZATION OPTIMIZATION	An industry leader's journey to a personalized customer experience How Fujitsu revamped its communication platform using Sitecore How to make content authors LOVE using Sitecore	How Coveo leverages the latest Sitecore capabilities, including xDB. How Fujitsu migrated 36 sites onto Sitecore. How the IMF evolved its Sitecore authoring environment to be more user-friendly.	Dolphin, N. Hemisphere A4 Dolphin, S. Hemisphere II Dolphin, S. Hemisphere I
3:30pm - 4:15pm	Break			Partner Pavilion
3:45pm - 4:05pm	PARTNER THEATER	Convert prospects to customers w/Sitecore Marketing Automation & CRM	How to use Sitecore Marketing Automation to drive engagements w/personalization.	Partner Pavilion Theater
4:15pm - 5:15pm	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED MARKETING MARKETING OPTIMIZATION OPTIMIZATION OPTIMIZATION	Take your Sitecore project to the next level with Node.js Working with JSS Gold Master and Marketing Automation Inside Cortex Measure, if you want to go faster Lessons in implementing commerce into a content management environment Hundreds of users, thousands of pages, so many designs; how to manage it Atlantis The Palm—from personalization to context marketing programs Strategies to build customer experiences with impact Improving the editing experience for content authors at Grand Circle Corp. Expand the reach of your Sitecore content with voice-activated assistants EXM Live! The magic of email automation	How to use Node.js to automate server-side processes. Real-world use cases for JSS and Sitecore Marketing Automation. How to utilize the new and powerful tooling inside Cortex. How to easily spot and correct problems in your code prior to launch. How Thule integrates new commerce solution with existing CMS. How to administer a large site that supports multiple brands. How Atlantis used SBOS framework and methodology to achieve success. How to deliver customer experience in real-world, micro-moment situations. How to tailor Sitecore Experience Editor for more efficient content authoring. How to create RSS & JSON feeds of dynamic content so customers can "ask" for info. Demonstration using EXM powered by Sitecore's Marketing Automation.	Swan 4 Swan, Mockingbird Swan 10 Swan 2 Dolphin, N. Hemisphere A2 Dolphin, N. Hemisphere A1 Swan 5 Swan 6 Dolphin, S. Hemisphere II Dolphin, S. Hemisphere I Dolphin, N. Hemisphere A4
5:15pm - 6:00pm	DAY 1: CLOSING KEYNOTE	Daymond John's 5 Shark Points: Fundamentals for success in business & life		Dolphin, Pacific Hall

TIME	TRACK	SESSION	COME DISCOVER...	LOCATION
7:00am - 8:00am Breakfast Dolphin, Atlantic Hall				
8:00am - 8:45am	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED MARKETING MARKETING OPTIMIZATION OPTIMIZATION OPTIMIZATION	Helix and JavaScript Services (JSS) The Sitecore developer story Sitecore Email Experience Manager for the Contact Center .NET Core and 9.1 architecture Sitecore Commerce in action: Improved customer experience for Jonastone How to save 10,000 hours: Content migration done right Death of the persona Using semantic technology & AI to create “smart content” and personalization Self-service business intelligence with Sitecore Experience Cloud & Power BI Using external data to drive personalization & marketing automation Why aren't you using Sitecore Analytics?	How to apply Helix principals to new sites using JSS. How to navigate a choose-your-own-adventure story of Sitecore development. How HBCS leverages EXM to unify patient communications across multiple platforms. Platform enhancements that will drive the future of the Sitecore platform. Sitecore Commerce, its storefront and personalization capabilities. A step-by-step approach to migrating content onto Sitecore. How to use real-world data—news, stock market, weather—to deliver relevant content. How Wyanoke Group uses AI and ML to associate accurate metadata. How to use Power BI Q&A to explore Sitecore Experience Analytics data. How to find meaningful information inside huge pools of data. Examples of how customers use Sitecore Analytics to create custom dashboards.	Swan 4 Swan 2 Swan, Mockingbird Swan 10 Dolphin, N. Hemisphere A2 Dolphin, N. Hemisphere A1 Swan 5 Swan 6 Dolphin, N. Hemisphere A4 Dolphin, S. Hemisphere I Dolphin, S. Hemisphere II
9:00am - 9:45am	DAY 1: GUEST KEYNOTE	Sarah Robb O'Hagan: Change the game by playing your own	Headless options for leveraging Sitecore Experience Cloud for any use case.	Dolphin, Pacific Hall
10:00am - 10:45am	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED MARKETING MARKETING OPTIMIZATION OPTIMIZATION OPTIMIZATION	Extending Sitecore Experience Commerce with plugins Integrated DevOps with Azure, Git, PowerShell and Slack Beyond the SXA toolbox Getting personal with Alexa Automated personalization that “just works” Modern loyalty programs—Experience Commerce & Email Experience Manager Personalization for the masses: Start using Sitecore personalization Sitecore and Salesforce are better together Digital transformation: Fueling disruption while creating growth opportunities Ten Sitecore 9 Form features to increase conversions Value in your data: Using Sitecore's Analytics tools to generate business impact Legacy to Sitecore: GE Healthcare's digital commerce transformation	How to create plugins for SXC. How to optimize your continuous-development setup to maximize efficiency. How to leverage and customize SXA. How to use xDB to drive personalization on voice-activated devices. Sitecore's latest innovations and future plans for automatic/scalable personalization. How to implement customer loyalty programs with SXC and EXM. How to get started with personalization. How to plan and execute an integration between Sitecore and Salesforce. What it takes to embark on this journey as well as the implications. Real-world implementations using Sitecore 9 forms. How to use SXA, Path/Page Analyzer, and xProfile. How EPAM built a B2B commerce marketplace for GE Healthcare.	Swan, Mockingbird Swan 2 Swan 10 Swan, Pelican Swan 4 Dolphin, N. Hemisphere A2 Dolphin, N. Hemisphere A1 Swan 5 Swan 6 Dolphin, N. Hemisphere A4 Dolphin, S. Hemisphere I Dolphin, S. Hemisphere II
10:45am - 11:45am Break Partner Pavilion				
10:55am - 11:15am 11:20am - 11:40am	PARTNER THEATER PARTNER THEATER	Creating an omnichannel commerce experience with Sitecore Commerce Rightsizing your localization strategy in Sitecore Experience Platform	How to create a disruptive, mobile commerce experience using Sitecore Commerce. How to help you right-size your international multilingual websites.	Partner Pavilion Theater Partner Pavilion Theater
11:45am - 12:30pm	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED MARKETING MARKETING OPTIMIZATION OPTIMIZATION OPTIMIZATION OPTIMIZATION	What Sitecore users really need from IoT, a practical demonstration Sitecore 9 on Azure PaaS JSS in powerful ways Omnichannel retail: Personal and contextual experiences! An inside look at American Bath Group's multi-brand e-commerce redesign Seven steps to getting ready for Cortex Google, Apple, FB & Amazon: Leverage the right data to drive personalization Rethinking personalization after GDPR Sustainable Sitecore personalization: Don't build your castle on a sinkhole Optimize efficiency & go to market faster—Sitecore & Salesforce Marketing Cloud Dramatically decrease the cost of onboarding new sites—Raymond James Transforming the online experience of the Merck Manual of Diagnosis & Therapy	How to use voice commands to interact with your Sitecore environment. A fully scripted deployment for a scaled blue-green production implementation. How to get started with headless CMS. How SXC delivers an integrated, omnichannel personalized experience. How ABG built an integrated e-commerce platform and increased efficiencies. How to create a foundation for Cortex using Sitecore's data-collection capabilities. How to use customer data and Sitecore to drive targeted product offerings. Why your marketing technology is the key to GDPR compliance. How to build a sustainable personalization practice and avoid common pitfalls. How to unify data and improve workflows for 1:1 personalization at scale. How the financial services firm uses templates to quickly build new sites. How to optimize for SEO, localization, scaling and expansion.	Swan 4 Swan 2 Swan 10 Swan, Mockingbird Dolphin, N. Hemisphere A2 Dolphin, N. Hemisphere A1 Swan 6 Swan 5 Dolphin, N. Hemisphere A4 Dolphin, S. Hemisphere I Dolphin, S. Hemisphere II Swan Pelican

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TIME	TRACK	SESSION	COME DISCOVER...	LOCATION
12:30pm - 2:30pm	Lunch			Dolphin, Atlantic Hall
12:30pm - 2:30pm	PANEL DISCUSSION	Women in digital marketing and technology—a panel discussion	Jodi Kovitz: #movethedial	Dolphin, Pacific Hall
2:00pm - 2:45pm	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED GETTING STARTED MARKETING MARKETING MARKETING OPTIMIZATION OPTIMIZATION	Taxonomy and rules-based profile mapping Scaling Sitecore 9.0 for the Superbowl Leveraging Sitecore data on a static website with GatsbyJS and GraphQL Experience the workflow of your dreams with modern JavaScript & Sitecore JSS Selling CPGs online: How Oreo & Cadbury go DTC through personalized gifting A practical guide to partnership between IT and marketing Building multi-language & multi-country sites w/ Sitecore Experience Platform Retooling the B2B customer experience The rise of content, commerce, and conversational marketing How Cirque du Soleil creates immersive experiences w/user-generated content Churn prediction with Sitecore xDB and Azure Machine Learning How employee experience improved customer experience for 1M members	How to extract metadata and taxonomy information automatically. Lexus.com's multi-region, highly available, auto-scaling Sitecore 9.0 architecture. How to build a JAMstack site with GatsbyJS and GraphQL. How to go from "hello world" to full-featured web application in under 40 minutes. How Mondelez uses Sitecore Experience Commerce. How establishing a great relationship between marketing and IT pays off. Lesson learned from building large international websites using Sitecore XP. How to prioritize customer experience during continuous growth. How to bridge the gaps between the three Cs. How to fuel web and commerce experiences with user-generated content. How to predict churn using xDB data and Azure ML. The story behind Royal Automobile Club's digital transformation.	Swan 4 Swan 2 Swan, Mockingbird Swan 10 Dolphin, N. Hemisphere A2 Swan, Pelican Dolphin, N. Hemisphere A1 Swan 5 Dolphin, S. Hemisphere II Swan 6 Dolphin, N. Hemisphere A4 Dolphin, S. Hemisphere I
3:00pm - 3:45pm	DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT DEVELOPMENT & IT E-COMM EXPERIENCE GETTING STARTED GETTING STARTED MARKETING MARKETING OPTIMIZATION OPTIMIZATION OPTIMIZATION	Unlocking the power of Marketing Automation & Email Experience Manager Elevate your career experience: Empowering women in technology Delivery of a personalized, worldwide customer experience at ASOS Deploy Sitecore with zero downtime How to approach application development with Sitecore Utilizing machine learning for your Sitecore Experience Commerce shop 10x your Sitecore development Breaking the laws of the pro-serve paradigm: Legal marketing & content at scale Understanding digital strategy from a marketer's POV Robot means servant Marketer's guide to a Sitecore upgrade Rebuilding from the ground up with xDB and artificial intelligence Immersive customer experiences with Sitecore Experience Commerce + IoT	Best practices and real-world scenarios. Why ensuring gender equality in the workplace is good for business. How to spin up parallel workstreams to deliver high-scale Sitecore projects in Azure. A live demo of a blue-green deployment. How to use Sitecore XP as a presentation layer for apps that rely on transactional data. How to easily add smart features, like product recommendations, to your store. How to build components and eliminate complexity in the development cycle. How a large legal firm manages a massive and complex content catalogue. How to develop and implement effective digital strategies. Terms you need to know before adopting algorithms and humanoids of tomorrow. Tips and tricks for migrating multilingual websites to a new version of Sitecore. How Fasken turned its website into a powerful lead-generating platform. How to leverage SXC with IoT, xConnect, xDB, marketing automation, EXM, and SXA.	Swan 10 Swan, Pelican Swan, Mockingbird Swan 2 Swan 4 Dolphin, N. Hemisphere A2 Dolphin, N. Hemisphere A1 Dolphin, N. Hemisphere A1 Swan 6 Swan 5 Dolphin, S. Hemisphere II Dolphin, N. Hemisphere A4 Dolphin, S. Hemisphere I
3:45pm - 4:45pm	Break			Partner Pavilion
3:55pm - 4:15pm 4:20pm - 4:40pm	PARTNER THEATER PARTNER THEATER	Maximize your Sitecore ROI with machine learning and context marketing Coming soon	How to spend less time on labor-intensive content management using machine learning	Partner Pavilion Theater Partner Pavilion Theater
4:45pm - 5:30pm	DAY2: CLOSING KEYNOTE	Sitecore Experience Awards 2018 Ultimate Winners		Dolphin, Pacific Hall
6:30pm - 11:30pm	Sitecore Symposium party			Universal Studios

TIME	TRACK	SESSION	COME DISCOVER...	LOCATION
7:30am - 8:30am	Breakfast			Dolphin, Atlantic Hall
8:30am - 9:15am	<b>DAY 3: OPENING KEYNOTE</b>	Mark Zablan: Brand, Trust and Privacy; A panel discussion	Headless options for leveraging Sitecore Experience Cloud for any use case.	Dolphin, Pacific Hall
9:30am - 10:15am	<b>DEVELOPMENT &amp; IT</b>	Accelerate everything	How Sitecore Experience Accelerator can help reduce your time to market.	Swan, Mockingbird
	<b>DEVELOPMENT &amp; IT</b>	Universal tracker and mobile analytics	Sitecore Universal Tracker - a new approach for tracking interactions in mobile.	Swan 10
	<b>DEVELOPMENT &amp; IT</b>	Sitecore Install Framework (SIF) demystified	How to get started with SIF and how to extend and make it work for you.	Swan 2
	<b>DEVELOPMENT &amp; IT</b>	Who watches the watchers?	How to collect, store, and use customer data in an ethical way.	Swan 4
	<b>E-COMM EXPERIENCE</b>	Conversational user interface with Sitecore Experience Commerce	How voice assistants and conversational UI can be applied to SXC 9.	Dolphin, N. Hemisphere E4
	<b>GETTING STARTED</b>	10x your Sitecore development	How to build components and eliminate complexity in the development cycle.	Dolphin, N. Hemisphere E3
	<b>MARKETING</b>	Using A/B testing and personalization to increase revenue by 22%	How Red Carnation Hotels ensures great digital experience from browsing to booking.	Swan, Pelican
	<b>MARKETING</b>	Digital transformation, marketing ops, and the case for martech enablement	How to align people, process, and technology to transform marketing ops.	Swan 5
	<b>MARKETING</b>	Maturing from personalization to individualization	How to connect with your audience using Cognigy.ai, xDB Profiles, and search.	Swan 6
	<b>OPTIMIZATION</b>	Accessibility in Sitecore: Managing an inclusive digital experience	How to plan and deploy an inclusive digital experience in Sitecore.	Dolphin, S. Hemisphere II
10:30am - 11:15am	<b>OPTIMIZATION</b>	Citadel's personalization journey	How Citadel developed and deployed 120 unique personalization treatments.	Dolphin, S. Hemisphere III
	<b>OPTIMIZATION</b>	Driving digital marketing maturity & customer experience w/Sitecore & Salesforce	Successful strategies for using Sitecore and Salesforce together.	Dolphin, S. Hemisphere I
	<b>DEVELOPMENT &amp; IT</b>	Creating a commerce feature: A technical walkthrough	The microservice architecture of SXC & how it can extend to drive business value.	Swan, Mockingbird
	<b>DEVELOPMENT &amp; IT</b>	Containing and orchestrating Sitecore	How containers can be used to develop, test, and deploy with Sitecore.	Swan 2
	<b>DEVELOPMENT &amp; IT</b>	A Helix approach to devops in light of the Sitecore micro-service architecture	A scalable, decoupled, layered, and technology-independent approach to DevOps.	Swan 10
	<b>DEVELOPMENT &amp; IT</b>	How to go faster: When Sitecore squadrons feel the need for speed	How to structure your dev squads to maximize collaboration and productivity.	Swan 4
	<b>E-COMM EXPERIENCE</b>	Creating a commerce site: A guide for merchandisers & other non-technical users	Step-by-step guide to building and launching a commerce site.	Dolphin, N. Hemisphere E4
	<b>GETTING STARTED</b>	Impress customers/colleagues by taking Sitecore customization to the next level	How to create a SPEAK 3 application from start to finish.	Dolphin, N. Hemisphere E3
	<b>MARKETING</b>	An agile approach to the consumer journey	How journey mapping can help organizations deliver a better customer experience.	Swan 5
	<b>MARKETING</b>	Personalizing the customer experience for anonymous visitors	The power of customer-journey mapping and customer-experience management.	Swan 6
11:30am - 12:30pm	<b>OPTIMIZATION</b>	Shorten time to market w/Sitecore Experience Accelerator—Cooperation VGZ	How to get up and running with SXA, EXM, & Sitecore's Marketing Automation engine.	Dolphin, S. Hemisphere I
	<b>OPTIMIZATION</b>	From roadmap to reality: Developing an approach to utilizing Sitecore at scale	Ecolab's process of discovery and road mapping.	Dolphin, S. Hemisphere III
	<b>OPTIMIZATION</b>	How a leading bank improves time-to-market with omnichannel marketing	How Danske Bank uses Sitecore's flexibility to optimize omnichannel marketing.	Dolphin, S. Hemisphere II
	<b>DAY 3: CLOSING KEYNOTE</b>	Ryan Donovan: A look into the future	Discover Sitecore's vision for the future.	Dolphin, Pacific Hall