Sitecore World Tour – January 20
Agenda – time zone: GMT

08.30 – 09.00

Doors open & coffee kick-off
Take the opportunity to navigate into the event platform and meet with our partners and Sitecore team to earn badges already!

09.00 – 10.30

Keynote session

10.30 – 12.00

Networking + Exhibition + Gamification
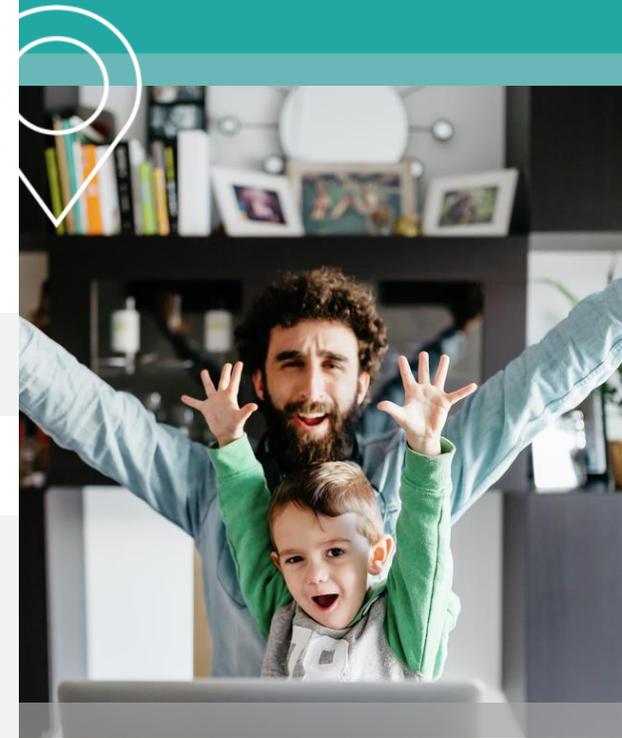
12.00 – 13.30

Breakout sessions + Exhibition
- Digital at scale
- Personalization
- Omnichannel
- Content lifecycle management

13.30 – 15.00

Networking + Exhibition + Gamification + Demo
Closing with Badges Winners announcement

Register here

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Supercharge Your Digital Moments
Keynote session Agenda – time zone: GMT

08.30 – 09.00

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09.00 – 09.10

Welcome to Sitecore World Tour
Paige O'Neill, CMO Sitecore

At Sitecore World Tour, digital marketers, content managers, marketers and IT people explore the technologies and trends that will transform their work and provide the freedom to create meaningful digital experiences. Whether it's creating new contents, new websites or new omnichannel campaigns, you will be inspired to innovate in new ways.

09.10 – 09.50

Redefining Customer Experience in 2021 and beyond
Alex Hunter, Branding and Customer Experience Expert

Alex is a highly regarded public speaker, appearing all over the world at major industry events such as ad:tech, Future of Web Apps (London, Las Vegas, Dublin, and Miami) and Thinking Digital. Other clients include Twitter, Volkswagen, L'Oréal, IKEA, Cisco, Deloitte, Procter & Gamble, O2, CapitalOne and the BBC.

09.50 – 10.30

Supercharging your digital moments to gain your competitive advantage (Panel session)
Charles Bell, Vice President Sales Engineering EMEA at Sitecore will host the session with HSBC, London Marathon and Beiersdorf AG

As we jump into 2021 the acceleration to become digital first continues to lead the minds and strategies for all global businesses and brands, our customer panel will discuss the impact of rapid content velocity and how they are now supercharging their digital moments and experience to make the biggest difference to their customers.

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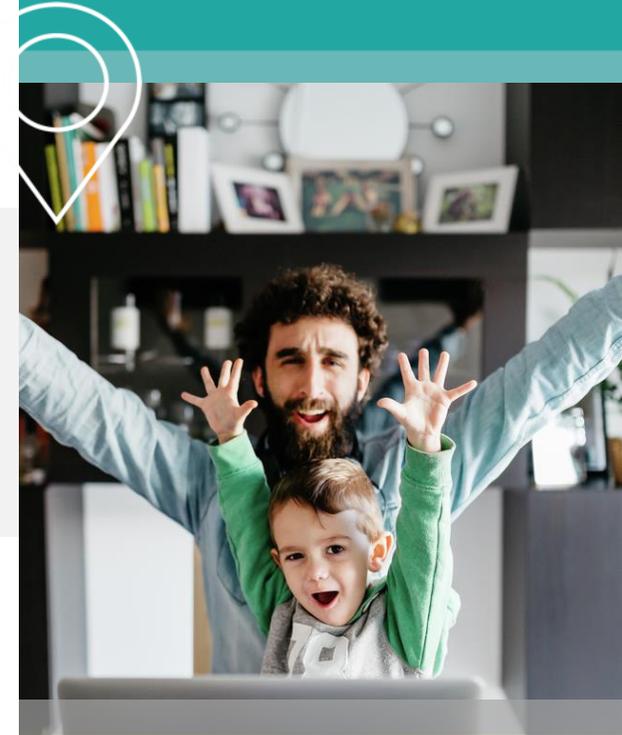
Digital at Scale
Breakout Session Agenda – time zone: GMT

12.00 – 12.20

Innovations shaping DX & CX: How Sitecore is helping brands create and deliver meaningful customer experiences
Chris Stennett, Global Vice President, Business Value & Strategy, Sitecore

2020 has proven to be the year of digital innovation. Join this session to hear about how Sitecore is innovating to help organisations engage the customer with the right experiences at the right place and at the right time.

12.20 – 12.40

Website factory: how technology stack can help marketing to scale (customer session)
Julien Marlot, Head of digital & data solutions, Unibail-Rodamco-Westfield
Avanade

More to come

12.40 – 13.00

Managed Cloud: Why Now?
Peter Kapsopoulos, Cloud Expert, Sitecore

More to come

13.00 – 13.20

Possible? Impossible!
Interactive Platform Development for a B2B audience within four months (customer session)
Dr. Michael Melcher, NürnbergMesse

Dr. Michael Melcher works as as Executive Director Digital Products and Platforms at the NürnbergMesse GmbH. He is passionate about digital products, digital business models and agile methodology. Together with his team he shapes the future of the fair company by creating revenue with digital products.

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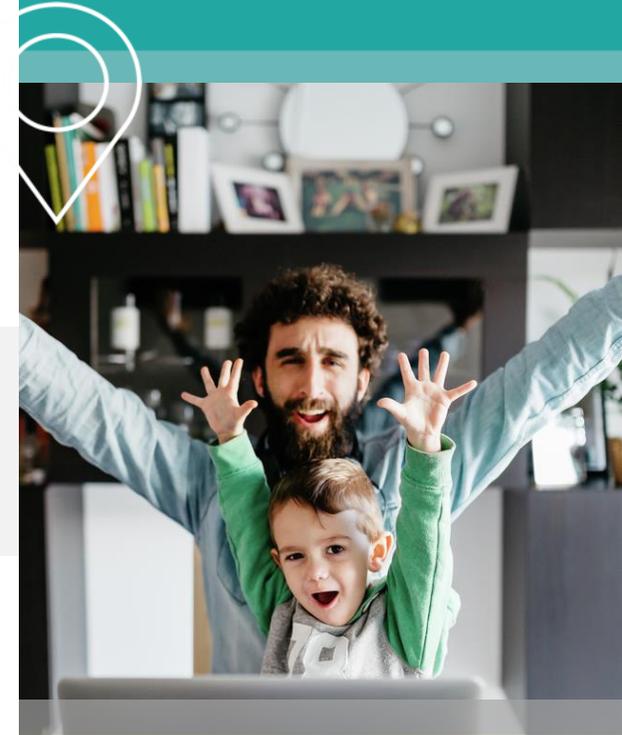
Personalization
Breakout Session Agenda – time zone: GMT

12.00 – 12.20

Digitising the Customer Buying Journey (customer session)
Naomi West, Head of Digital Biffa
Delete/Kagool

A Digital Transformation case study of the UK's largest waste collection company, showcasing the journey towards the launch of a full eCommerce solution and a Direct to Consumer service.

12.20 – 12.40

Comgest (customer session)
Dawn Turek, Marketing and Communications Manager, Comgest

With a reputation for responsible investing, Comgest 's website enables different audiences to get targeted financial information in five languages while complying with regulations from 20 countries.

12.40 – 13.00

Why being relevant pays off (customer session)
Lucy Purkiss, Platform owner for Search at Arm.com
Andrew Dick, Customer Success Manager at Coveo

ARM was looking to provide a better, more relevant experience for their customers online. By embarking on a project to surface more relevant content to make their customers and end users more successful, ARM, through the use of AI, was able to gain insights into customer behaviour and search terms - allowing them to serve up relevant content at scale.
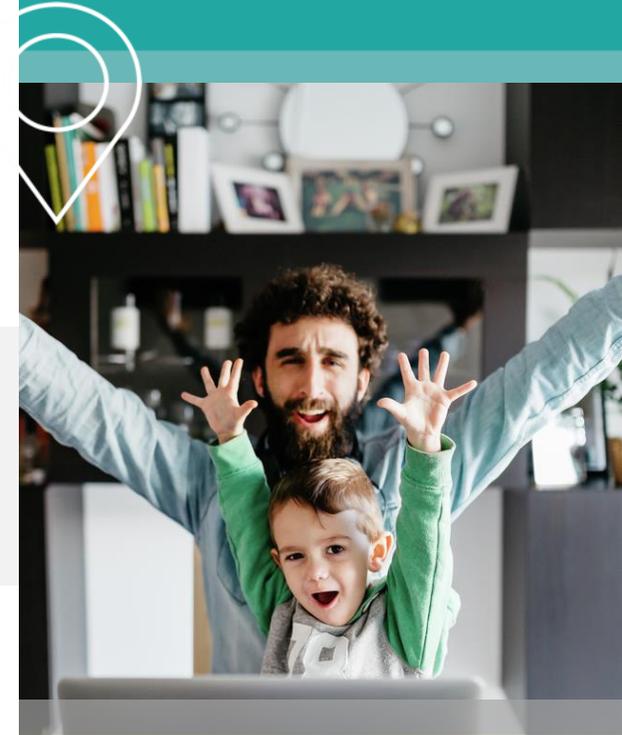
13.00 – 13.20

Sitecore + Salesforce: a Machine to engage
Sophie Crosby, SVP Product Marketing Cloud- Salesforce

More to come

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Omnichannel
Breakout Session Agenda – time zone: GMT

12.00 – 12.20

Digital Resiliency in a Changing World
Shaun Miller, Head of Product Strategy at Codehouse
Alex Race, Head of Commercial Digital Portfolio at APM Terminals

In this talk, Alex Race, Head of Commercial Digital Portfolio will share how, in partnership with their Sitecore agency, Codehouse, the team has developed a platform of connected digital products and communication tools.

12.20 – 12.40

What is happening to the automotive market?
Peter Fellows /Marc Ramer, Commerce Specialists, Sitecore

Peter Fellows and Marc Ramer take us on a XC journey to deliver unique buying experiences that build connections.

12.40 – 13.00

Context matters: How to seamlessly connect online and offline experiences (customer session in German)
Nico Castagna, Senior Manager Digital Projects, Zurich Airport

Learn how Zurich Airport seamlessly connects online and offline experiences and how you can build a highly flexible platform with the headless approach.

13.00 – 13.20

The new customer platform myFronius - As a driver for change processes and new ways of working (customer session in German)
Andreas Friedsam, Online Communications & Tools Expert
Manuel Lehermayr, Head of Online Communications & Tools, Fronius

The myFronius customer portal project clearly demonstrated one thing to the company: the implementation of complex digital projects often requires an internal rethink - in our common ways of working as well as in the distribution of competencies.

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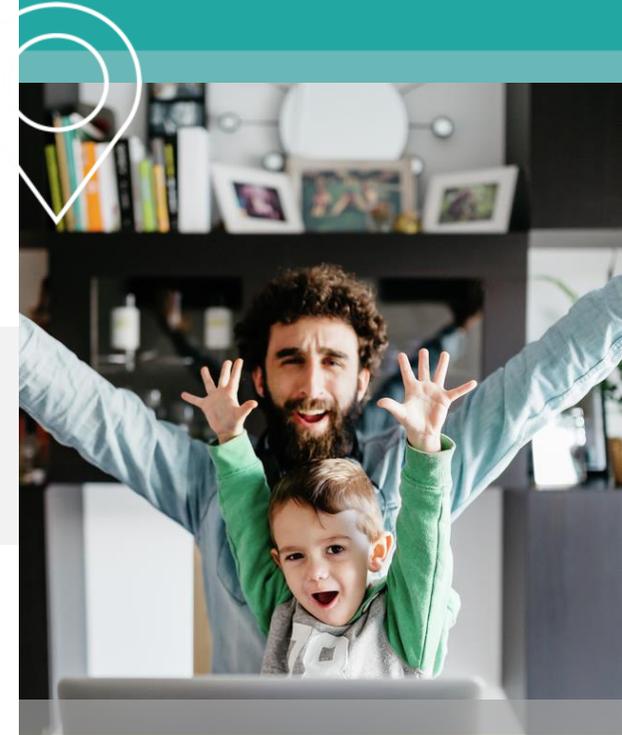
Content lifecyle management
Breakout Session Agenda – time zone: GMT

12.00 – 12.20

ASML: Sitecore Experience Award: Most intelligent content optimization (customer session)
Edita Mujovic, Global Manager Digital Communications, ASML
Valtech

More to come

12.20 – 12.40

ROI of Content Management
Jannik Devantier, Director, Business Optimization & Value Engineering – EMEA, Sitecore

Sitecore has developed solutions to enable organisations to own the entire content lifecycle, empowering marketers to overcome the challenges of content creation, distribution and reuse. But while all marketers crave efficiency and effectiveness, most also crave something else: proof. What are the tangible benefits to justify the investment in these sorts of solutions?

12.40 – 13.00

Solving the Content Crisis with Sitecore CMP
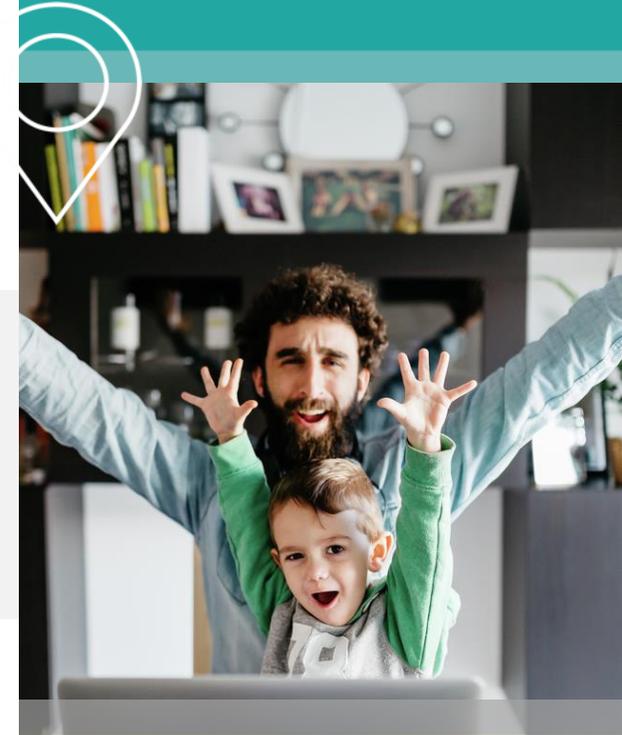Daniel Ionita, Sales Engineer, Sitecore

More to come

13.00 – 13.20

Set AI to work and be more human
Charles Bell, VP of Sales Engineering, Sitecore

More to come

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