

TIME	TRACK	SESSION	COME DISCOVER...	LOCATION
7:00am–8:00am	Breakfast			Mirage Events Center A
8:00am–9:00am	GENERAL	Opening General Session		Grand Ballroom
9:00am - 10:00am	GENERAL	Guest Keynote		Grand Ballroom
10:00am - 10:15am	Morning Break			Partner Pavilion
10:15am - 11:00am	DEVELOPER	Track Keynote: Developer		
10:15am - 11:00am	MARKETING/STRATEGY	Track Keynote: Marketing/Strategy		
11:00am - 11:45am	Break			
11:15am- 11:35am	PARTNER THEATRE	Commerce experiences that teach themselves	The role AI will play in context marketing	Partner Pavilion
11:45am - 12:30pm	DEVELOPER	What's new for content management in Sitecore's latest release	New content management features and capabilities of Sitecore	Mirage Events Center C2
	DEVELOPER	What's new in Azure? Lots!	Updates to Azure services and tooling; how to leverage them as a Sitecore developer	Montego ABC
	DEVELOPER	Hands-on with Sitecore Commerce: What I've learned	Real-world experiences in developing on Sitecore Commerce	Montego DEF
	DEVELOPER	Implementing xDB and EXM in Denmark's largest bank	How to implement Sitecore in a highly secure environment	Jamaica
	GETTING STARTED	Getting Started: Search	Which functionalities make for successful search	Bermuda AB
	MARKETING	Time to Value—Driving ROI with the Sitecore Experience Platform	A methodology to put your project in the fast-lane to a solid return	Mirage Events Center C1
	MARKETING	Why are you not using Sitecore analytics?	The power of Sitecore Analytics	St. Thomas AB
	MARKETING	Revamped commerce platform accelerates marketing	How a multi-brand company created a better experience while improving efficiencies	Antigua AB
	STRATEGY	Checking in with the Context Marketing Stars from Symposium 2016	What great Context Marketing programs look like one year later	Mirage Events Center C3
	STRATEGY	Building your platform for scale	How Sitecore can help you scale	St. Croix AB
12:30pm - 1:30 pm	Lunch			Mirage Events Center A
12:45pm - 1:05pm	PARTNER THEATRE	B2C retail accelerated: Beautiful/powerful storefronts on Sitecore Commerce	What the next generation of retail looks like	Partner Pavilion
1:45pm - 2:30pm	DEVELOPER	Introduction to Sitecore Commerce	What's new in the latest version of Sitecore Commerce	Mirage Events Center C2
	DEVELOPER	Technical deep dive: SXA	How SXA works and what's in the works	Montego ABC
	DEVELOPER	Introduction to Sitecore Marketing Automation	What marketing automation can do for you	Montego DEF
	GETTING STARTED	Getting Started: Commerce	How to use the tools in our Commerce suite	Bermuda AB
	MARKETING	Tweet your heart out: Sitecore, social media and contextual marketing	How the social media activities you're engaged in can be measured and leveraged	Mirage Events Center C1
	MARKETING	Redefining digital marketing strategies in a B2B landscape	How to spark your B2B strategies for success	St. Thomas AB
	MARKETING	Sitecore advocacy: How to market Sitecore to your internal team	How to get your co-workers excited about Sitecore	Antigua AB
	STRATEGY	Chick-fil-a: Omni-channel engagement and commerce	The marriage of engagement and commerce	Mirage Events Center C3
	STRATEGY	Dazzling data: How to impress with dashboards	How to improve your dashboard skills	St. Croix AB
2:30pm – 3:15pm	Afternoon Break			Partner Pavilion
2:40pm - 3:00pm	PARTNER THEATRE	Driving global customer experiences through language	How 80 of the largest brands are going global	Partner Pavilion
3:15pm - 4:00pm	DEVELOPER	How the new XPF Service APIs create amazing customer experiences	The new and updated underlying API stack of the Sitecore Experience Platform	Mirage Events Center C2
	DEVELOPER	Security in Azure: Make Sitecore a hard target:—Securing Azure PaaS	How automation in Azure can be used to secure Sitecore PaaS implementations	Montego ABC
	DEVELOPER	Introduction to SXA storefront	How SXA and the new commerce storefront work together	Montego DEF
	GETTING STARTED	Getting Started: Multilingual content at scale	How the globe's pre-eminent healthcare system translated one million words	Bermuda AB

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TIME	TRACK	SESSION	COME DISCOVER...	LOCATION
3:15pm - 4:00pm <i>(cont'd)</i>	<b>MARKETING</b> <b>MARKETING</b> <b>MARKETING</b> <b>STRATEGY</b> <b>STRATEGY</b>	Adding AdWords to the experience Globalize your message with localization The personalization boondoggle Connecting the next big thing Getting ready for next-gen commerce	How to influence and automate Google AdWords buys and bidding How to carry sentiment from language to language How to avoid long interaction cycles, multi-device profiling, creepiness, & collisions How to prime your strategy for the next generation customer experience Next-gen commerce strategies and tactics from a people, process and tech POV	Mirage Events Center C1 St. Thomas AB Antigua AB Mirage Events Center C3 St. Croix AB
4:15pm - 5:00pm	GENERAL	Day 1: Closing Keynote		Grand Ballroom
5:15pm- 7:00 pm Partner Pavilion Beer Crawl				
5:30pm - 5:50pm	PARTNER THEATRE	Sitecore on Steroids: Accelerated growth at warp speed	How much can be achieved in a single Sitecore implementation	Partner Pavilion
6:00pm - 6:20pm	PARTNER THEATRE	It's still the 'experience' that drives the 'commerce'	How to optimize across channels for all your customers	Partner Pavilion
6:30pm - 6:50pm	PARTNER THEATRE	Redefining ROI: Win big with on-demand customer employee communities	How to develop actionable intelligence	Partner Pavilion

TIME	TRACK	SESSION	COME DISCOVER...	LOCATION	
7:00am–8:00am				Breakfast	Mirage Events Center A
8:00am–9:00am	GENERAL	Opening General Session		Grand Ballroom	
9:00am - 9:45am				Morning Break	Partner Pavilion
9:15am - 9:35am 10:00am - 10:45am	PARTNER THEATRE DEVELOPER DEVELOPER DEVELOPER DEVELOPER GETTING STARTED MARKETING MARKETING STRATEGY STRATEGY	Experience-led commerce: Stop selling products, start creating moments Technical deep dive: New extension points Deploying Sitecore to Microsoft Azure Technical deep dive: Connectors for the latest release of Sitecore Commerce Build mobile apps for Sitecore with Xamarin Getting Started: Experience Editor What does the latest version of Sitecore mean to you? No more mythical phase 2—Experience marketing becoming reality Empowered analytics: Take the guess work out of personas Innogy: How German energy giant benefits from personalization Content strategy: how to plan and create content for context	How to balance transactional and emotional experiences How to get even more out of xConnect Options for deploying Sitecore to Azure How to extend Sitecore Commerce functionality with custom plugins How to design and build mobile apps that interact with Sitecore How to un-complicate your content management process More about what you heard in the keynote How to plan for experience marketing throughout the development process Smarter personas via machine learning Coming soon! Coming soon!	Partner Pavilion Mirage Events Center C2 Montego ABC Montego DEF Jamaica Bermuda AB Mirage Events Center C1 St. Thomas AB Antigua AB Mirage Events Center C3 St. Croix AB	
10:45am - 11:00am				Break	
11:15am - 12:00pm	DEVELOPER DEVELOPER DEVELOPER DEVELOPER GETTING STARTED MARKETING MARKETING MARKETING STRATEGY STRATEGY	Upgrading to the latest version of Sitecore Effective DevOps for Sitecore Implementing Sitecore solutions with Helix Achieving a unified digital experience using Federated Experience Manager Getting Started: Project Management What does the latest version of Sitecore Commerce mean to you? 3 Reasons why SXA is totally worth it! What a customer-first strategy means today: How to finally walk the talk Atlantis the Palm: How to create five-star omnichannel experiences Maximizing your Sitecore investment in unique ways	How to upgrade to the next generation of Sitecore How to handle change management & collaboration during the development process How to effectively implement Helix principles in your Sitecore implementation How to unify the personalization and analytics across all your domains How to embark in a step-by-step approach into the digital age More about what you heard in the keynote How to take on a new and innovative approach to web marketing with SXA How to lead a customer-first strategy and get more impact within your organization How a world-class resort uses Sitecore Innovative spins on the Sitecore platform	Mirage Events Center C2 Montego ABC Montego DEF Jamaica Bermuda AB Mirage Events Center C1 St. Thomas AB Antigua AB Mirage Events Center C3 St. Croix AB	
12:00pm - 1:30pm				Lunch	Mirage Events Center A
12:20pm - 12:40pm 1:00pm - 1:20pm	PARTNER THEATRE PARTNER THEATRE	Overcoming the marketing challenges of a digital-first world Why AI-powered search is the key to website personalization	How to keep a handle on an ever-evolving marketing climate Why AI is the way to go	Partner Pavilion Partner Pavilion	
1:45pm - 2:30pm	DEVELOPER DEVELOPER DEVELOPER DEVELOPER GETTING STARTED MARKETING MARKETING MARKETING STRATEGY STRATEGY	Coming soon: New features for front end developers Sizing Sitecore deployments on Microsoft Azure Coming soon: Updated architecture and scalability Technical deep dive: Connectors w/ Sitecore Data Exchange framework Getting Started: Personalization for the masses Turning defining moments into extraordinary opportunity Personalization is the new bacon: 8 steps to cooking up personalization Sitecore Commerce with the Mayo Clinic Context marketing case: StorySLAM! Sitecore CMS: best practice strategies for operational efficiency	New features for front end developers How to size Sitecore running on Azure PaaS Updates on architecture and scalability How to build your own connectors How to make personalization tools work for you How to craft and momentize moments that capture customer hearts and minds How to get started with personalization How the Mayo Clinic uses Sitecore Commerce to further their goal of care & healing New ideas and proven practices through a Sitecore MVP case study competition How your WCMS can make you more efficient	Mirage Events Center C2 Montego ABC Montego DEF Jamaica Bermuda AB Mirage Events Center C1 St. Thomas AB Antigua AB Mirage Events Center C3 St. Croix AB	
2:30pm - 3:15pm				Afternoon Break	Partner Pavilion
2:45pm–3:45pm	PARTNER THEATRE	Commerce in 2022	What's ahead for the future of online shopping	Partner Pavilion	

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3:15pm - 4:00pm	<b>DEVELOPER</b> <b>DEVELOPER</b> <b>DEVELOPER</b> <b>DEVELOPER</b> <b>GETTING STARTED</b> <b>MARKETING</b> <b>MARKETING</b> <b>MARKETING</b> <b>STRATEGY</b> <b>STRATEGY</b>	Coming soon: Exciting product updates! Building Sitecore solutions that scale and perform Sitecore and IoT (Internet of Things) Sitecore Cognitive Services: A more intelligent Sitecore Getting started with Sitecore automated deployments Increasing conversions & revenue in eCommerce with machine learning One platform to rule them all—How QNET succeeds w/ Sitecore Commerce Making Sitecore the world's first VR-enabled enterprise WCM Context marketing case: StorySLAM! LIVE using the site from the audience The invisible interface: Customer experience in a world without screens	Exciting product updates The secrets of successful large-scale implementations How to take advantage of the rising and maturing IoT landscape How machine learning can make a major impact on your business How to step out of the muddle of manual deployments How to re-create the personalized store experience online Coming soon! The future of context marketing with virtual and augmented reality New ideas and proven practices through a Sitecore MVP case study competition What you need to know to be prepared as a digital marketer, developer or strategist	Mirage Events Center C2 Montego ABC Montego DEF Jamaica Bermuda AB Mirage Events Center C1 St. Thomas AB Antigua AB Mirage Events Center C3 St. Thomas AB
4:15pm - 5:00pm	<b>GENERAL</b>	Day 2 Closing Keynote		Grand Ballroom
8:00pm-12:00am	Sitecore Symposium Party			

TIME	TRACK	SESSION	COME DISCOVER...	LOCATION
7:30am–8:15am	Breakfast			Mirage Events Center A
8:30am–9:30am	GENERAL	Opening General Session		Grand Ballroom
9:45am - 10:15am	Morning Break			Partner Pavilion
10:00am - 10:45am	<b>DEVELOPER</b> <b>DEVELOPER</b> <b>DEVELOPER</b> <b>DEVELOPER</b> <b>GETTING STARTED</b> <b>MARKETING</b> <b>MARKETING</b> <b>MARKETING</b> <b>STRATEGY</b> <b>STRATEGY</b>	Coming soon: Exciting technologies to get to nirvana Technical deep dive: Sitecore Azure toolkit XPF, machine learning, and wizardry Functional/non-Functional testing in Sitecore: Component & page level Getting Started: Cloud Integrate your CRM & MAP with Sitecore for richer customer views Stop Assuming: SXA and Sitecore features for pre-and-post launch testing Increasing conversions with persuasive personalization using Sitecore Masterclass: Generating business value using context marketing—Part I Breaking barriers: Overcoming challenges in customer experience—Part I	Exciting technologies to get to nirvana A new tool that facilitates deploying Sitecore to Azure PaaS Integrate Machine Learning algorithms with xDB How to QA your way to a cleaner implementation. Why and how you should consider deploying on Microsoft Azure How to create cohesion in disjointed data silos How to make sure you're delivering the right experience from day one How Sitecore tools can be used to determine customer motivation How to map your needs to achieve quick Context Marketing wins! Insights on winning practices for Sitecore Customer Experience Programs	Mirage Events Center C2 Montego ABC Montego DEF Jamaica Bermuda AB Mirage Events Center C1 St. Thomas AB Antigua AB Mirage Events Center C3 St. Croix AB
11:00am - 11:45am	<b>DEVELOPER</b> <b>DEVELOPER</b> <b>DEVELOPER</b> <b>GETTING STARTED</b> <b>MARKETING</b> <b>MARKETING</b> <b>MARKETING</b> <b>STRATEGY</b> <b>STRATEGY</b>	A day in the life of a Sitecore developer A futuristic showcase of the omni-channel capabilities of Sitecore XP Meet your new best friend: the Sitecore rules engine Getting Started: Experience Editor and authoring The path to riches: Analyzing campaigns from click to revenue Unleash Your Contextual Marketing Potential Sitecore success in hospitality: Two Roads guest experience case study Masterclass: Generating business value using context marketing—Part II Breaking barriers: Overcoming challenges in customer experience—Part II	How to tap into and capitalize on the Sitecore Developer ecosystem Where personalization and profiling meet ML, AI and next gen tech awesome! One of the best kept secrets in the Sitecore Experience Platform How the integration of third party software can enhance Experience Editor How to use Sitecore Path Analyzer to measure the ROI of every marketing campaign How to integrate marketing data for a full view of your customer How to maintain parent brands among sub-brands within best-in-class experiences How to map your needs to achieve quick Context Marketing wins! Insights on winning practices for Sitecore Customer Experience Programs	Mirage Events Center C2 Montego ABC Montego DEF Bermuda AB Mirage Events Center C1 St. Thomas AB Antigua AB Mirage Events Center C3 St. Croix AB
12:00pm - 12:30pm	GENERAL	Closing Keynote		Grand Ballroom