

# Top Five Reasons to Attend



## 1. See why experience matters

We aren't just talking about evolving customer needs, we're showing you the future of customer experience through success stories and immersive content. Form meaningful connections with the industry's brightest executives while experiencing unparalleled educational and networking opportunities.



## 2. Get inspired

There's no teacher like experience. Learn how to create wins and overcome roadblocks from some of the biggest brands. Real-world success stories from talented professionals leading the customer experience economy will leave you feeling inspired and confident.



## 3. Meet the experts

Learn from peers and industry experts and get answers to your burning questions by SAP's top solution wizards. Discuss prevalent business challenges and gather tips and tricks for your specific needs from top-performing companies.



## 4. Grow your network

Make lasting, real-time connections with executives and senior business professionals in sales, commerce, marketing, and service. Have meaningful face-to-face interactions to brainstorm ideas and expand your knowledge.



## 5. Discover trends

Hear what's keeping customer experience leaders up at night and how to stay ahead of the competition. Learn how to optimize the customer experience and predict actions that will have the biggest impact on your bottom line.

**Join us for SAP Customer Experience LIVE**

**Three complimentary events in three premier cities**

Thursday 3 October, 2019 – London, United Kingdom

Sunday 6 October, 2019 – Dubai, United Arab Emirates

Tuesday 5 November, 2019 – Munich, Germany

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