

# Top 10 Reasons to Attend



## 1. Experience Now

We aren't just talking about evolving customer needs, we're showing you the future of customer experience through success stories and immersive content. You'll 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. You'll learn how to create wins and overcome roadblocks from some of the biggest brands around. Real-world success stories from talented professionals leading the customer experience economy will leave you feeling inspired and confident.



## 3. Meet the experts

Pick the brains of SAP's top solution wizards and get answers to your burning questions. 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

Learn how to use consent-driven customer data to transform customer engagement and connections across all platforms and channels. You'll gain the tools to provide your customers with reliable, personal, memorable experiences and seamless functionality throughout the entire customer journey.



## 6. Personalize your content

Get valuable insights into how the experience economy is transforming business from industry leaders, influencers, and peers through customizable, role-specific sessions.



## 7. Gain hands-on experiences

One of the best ways to familiarize yourself with technology solutions is putting them to use. You'll be able to test the latest platforms and gadgets via live product demos and exclusive expert-led classes.



## 8. Develop an edge

Trust, experience, and integration will set your business apart and improve outcomes. You will learn tactics for improving the customer journey, protecting data privacy, and measuring customer satisfaction.



## 9. Exceed customer expectations

Build your understanding of customers to convert one-time customers into lifelong advocates, grow your revenue faster, and elevate your business innovation like never before. You will learn how to deliver the best customer experiences every time from anywhere.



## 10. Make new memories

Give your brain a break and put your party hat on for a special bash. Enjoy world-class entertainment, sip on signature cocktails, and dance the night away at the highly-anticipated SAP Customer Experience LIVE Celebration Night. Don't forget to bask in the Orlando sun and take in the city's famous sights for an experience you won't soon forget!

## SAP Customer Experience **LIVE**

May 7–8, 2019 in Orlando, Florida

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