

# Top 10 Reasons to Attend SAP Customer Experience LIVE



## 01 | **Connect with purpose:**

Whatever your role, you'll find meaningful connections at this can't-miss event! Everyone, from C-suite executives to business leads to developers to marketers will find value in the customizable agenda designed around their personal needs and business goals.



## 02 | **Hear real-world business success stories:**

Gain insight into the customer experience transformation that's taking place from the people who are living it, and learn how they're succeeding in today's changing markets.



## 03 | **See the future:**

Learn how emerging technologies like blockchain, machine learning, and artificial intelligence are reshaping the future of customer engagement. It's a whole new world and you'll get a bird's-eye view of the innovations under way.



## 04 | **Meet experts:**

Come with burning questions and leave with answers. Our solution experts will be on hand for 30-minute sessions where you can discuss your real-life business challenges and see how SAP Customer Experience solutions can help.



## 05 | **Expand your network:**

There's nothing like human-to-human interaction to get ideas flowing and expand your knowledge. Share valuable face time with business leaders, influencers, customers, vendors, and industry peers and let the inspiration pour in.



## 06 | **Elevate your knowledge:**

Capture critical insights from industry thought leaders, influencers, and peers on trends that are driving the customer experience revolution, and walk away with practical advice and ideas you can bring back to the office. With 250+ sessions, including executive keynotes, interactive sessions, and live demos, you'll be filled with inspiration for how to better engage your customers.



## 07 | **Learn by doing:**

There's no better way to learn than by getting actual hands-on experience with technology solutions. You'll have ample opportunity to try out the latest innovations and get up close and personal with our solutions through live product demos and in-depth master classes.



## 08 | **Stay ahead of the competition:**

In today's constantly changing environment, you need every competitive advantage possible, right? Dive into the key trends and cutting-edge technologies that are transforming customer engagement, so you can take your business to the next level.



## 09 | **Visit the Innovator Zone:**

Where will the next big innovations come from? We've invited some of the best and brightest from around the world to showcase their customer experience solutions. Check it out – you just might find the next big idea to transform your company.



## 10 | **Have a blast:**

After soaking in so much knowledge, you'll be ready for our big party! Enjoy world-class entertainment, signature cocktails, and all the other festivities at the annual SAP Customer Experience LIVE bash. Of course, you'll also want to take in the sights of beautiful Barcelona for an experience you'll never forget.