

SAP SELECT

OCTOBER 28-30, 2019 | BERLIN, GERMANY

WELCOME TO SAP SELECT

SAP Select is the premier executive business program that brings global business leaders together in a unique environment to discuss how to turn change into opportunity and transform your business in the Experience Economy.

This event provides unparalleled access to sales and marketing leaders, members of the SAP Executive Board, and other SAP executives. Join conversations on how to close the experience gap and deliver customer experiences that build loyalty and growth.

SAP SELECT HIGHLIGHTS

- Keynotes
- Interactive Presentations
- Customer Panels and Customer Connect Center
- Executive Roundtables
- 1:1 Meeting Opportunities with Industry Peers, SAP Experts and Leadership
- Exceptional Evening Events

SESSIONS FOR SALES AND MARKETING EXECUTIVES

- Give Customers the True Five-Star Experience They Deserve
- Transform Your Customer's Experience Using X-Data and O-Data
- Explore Five AI Trends Shaping the Future of Customer Experience
- Break New Ground and Win in the Experience Economy with SAP S/4HANA
- Turn Employees into Brand Ambassadors with Experience Management Solutions
- Turn Your Shoppers into Brand Advocates
- Improve Business Outcomes by Bringing Intelligence to Customer Experiences
- Give Customers the True Five-Star Experience They Deserve
- Join the Customer Experience Revolution and See SAP C/4HANA in Action
- Open the Door to the New Experience Economy

TO LEARN MORE

Please visit: www.sap.com/selectberlin2019

For more information about SAP Select, please contact your SAP Account Executive.



SAP SELECT EXECUTIVE ROUNDTABLE

Thrive in the Experience Economy

Alex Atzberger, President, SAP Customer Experience

Consider how companies across all industries want to build raving fans, craft exceptional moments with customers, and engage frontline employees to anticipate customer needs. Learn why today's CRM alone won't help companies accomplish these goals and why delivering end-to-end experiences is the new benchmark. Join the discussion on how brands are reinventing their business processes to thrive in the experience economy.