London Agenda
Friday, November 4

8:30 – 9:30 AM
Arrival & registration
Pick up your badge, grab a coffee and network.

9:30 – 10:30 AM
The future of digital is boundless
Alex Atzberger, CEO, Optimizely
Justin Anovick, CPO, Optimizely
Kirsten Allegri-Williams, CMO, Optimizely
Jacob Khan, GVP, Solution Architect, Optimizely

Optimizely’s executive team brings a magnifying glass to the digital landscape with valuable insights and the most pressing imperatives facing today’s marketing and digital leaders. We’ll share what successful adaptation looks like in an uncertain environment by showcasing Optimizely’s vision for customer growth. Through data-driven experimentation, outsized outcomes are possible in any climate.

10:45 – 11:15 AM
Coffee & networking break
Join us for refreshments, visit our sponsor stands and network with your peers!

11:15 – 11:45 AM
Sponsored breakouts
Unlock new possibilities by taking your Optimizely Digital Experience Platform to the next level
Michelle Azzopardi, Digital & App innovation GTMM UK Microsoft

When customer behavior is changing and expectations are constantly on the rise, digital platforms are becoming a strategic part of the business puzzle across every industry. Adding an increase of cybersecurity threats and the need for sustainable solutions, the business objective to move to the newest version is evident. Join this session on how moving to the newest version of Optimizely CMS 12 and Commerce 14, leveraging Microsoft cloud technology, is unlocking new features, future-proofing your platform, and helping your business with speed, scalability, sustainability, and security.

The marketer’s recipe for success: Grow the top-line and protect the bottom line
Ben Liddell, Director of Solutions Consulting, Siteimprove
Picture this: The global economy is on the rocks. Your budgets are slashed, but your revenue targets stay the same. The c-suite is stressed about growing revenue. Your marketing executors are stressed about hitting their targets. It gets worse. Your website content is virtually invisible due to accessibility issues and competitive SEO lags, and marketing performance has taken a dive as a direct result. The good news is we know how to get things back on track. Hear how Siteimprove and Optimizely partnered to revitalize marketing workflows optimized for search, inclusion, and overall marketing performance.

**Dolby’s culture of innovation: How Dolby is reimagining digital experiences | Valtech client story**

*Jacob Jones, Regional Technical Director – Optimizely, EMEA, Valtech*

*Janaka Fernando, Director of Optimizely Practice, USA, Valtech*

Since 2018 Valtech has worked with Dolby to navigate them through a re-design, a re-platforming, multiple site releases, app launches and one pandemic. Here we’ll show you how Dolby has evolved from a business-focused ingredient brand to a consumer-focused experience brand utilizing the Optimizely product suite.

**12 – 12:35 PM**

**Breakout sessions**

**Building a best-in-class martech stack**

*Mark Wakelin, Sr. Consultant, Strategy and Value, Optimizely*

The martech landscape includes thousands of vendors, and it’s difficult to know what capabilities are most important for your company. Our Strategy & Value consultants will offer you a framework to guide you through navigating the martech landscape, including considerations for a multi-vendor or consolidated approach. Finally, we’ll debunk the myth that it’s not possible to quantify the value of a CMS or DXP and show you how to plan and measure the impact of your digital program.
Get more from your digital experience platform with Optimizely Data Platform

_Nazanin Ramezani, Chief of Staff, Optimizely_
_Jacob Khan, GVP, Solution Architect, Optimizely_

A personalised website experience is only meaningful if it provides real value to your customers. Optimizely Data Platform gives you the tools you need to build fast, fresh and behavioural segments so that you can react to your customers behaviour in real-time to give them the information they want and need. Our goal is to bring you close to delivering the “this is my favourite coffee shop because the barista really gets me” experience for your website.

Running a full end-to-end website design with Optimizely testing

_Dayve Talbot, Senior Manager, Senior Strategy Consultant, Optimizely_
_Nina Bayatti, Director of Conversion Rate Optimization, ClassPass_

When you’re undertaking a large-scale digital transformation project there are countless decisions that you need to make. What if you could know and understand the impact of these decisions before going live. In this session learn how ClassPass used Optimizely’s experimentation tools to inform their end-to-end website redesign and exceeded expectations on site performance and engagement.

12:35 – 2 PM

Lunch & networking break

Join us for lunch in the Little Gallery; visit our sponsor stands and network with peers.

2 – 2:35 PM

Breakout sessions

The next generation content engine

_Shafqat Islam, General Manager, Marketing Orchestration, Optimizely_
_Deane Barker, Senior Product Strategy Director, Optimizely_

There is so much more to a marketers experience than the final published asset or web page you see online. Behind the scenes, there’s often a juggling act of people and process that might not be completely controlled or optimized. Join this session to understand why we think every CMS user should be thinking about the content creation journey too and how we plan to build the new generation of content management systems.

The evolution of personalization

_Liz Gabster, Director, Strategy and Value, Optimizely_

As technology has evolved, companies have enhanced their capability to understand
their customers and provide customized digital journeys that are unique to the interests and needs of that specific customer. But what is the right balance between personalization and privacy? How is Optimizely prepared for a cookie-less world? Join our Product Leaders and Strategy & Value consulting team to learn about how your business can benefit from advances in personalization to keep your customers at the heart of your digital experience.

Scale your experimentation program with Feature Experimentation

Thilo Richter, Global VP Product Management, Optimizely
Stewart Ehoff, Head of Experimentation, RS Components

Learn even more from testing in production with new Feature Experimentation. Deploy code with less risk, learn from every new feature and manage flags remotely like a pro.

This session will explore how Optimizely’s Feature Experimentation tool can support your business goals, but don’t just take our word for it. Successful experimentation programs rely on strong collaboration between product and engineering teams and RS Components is a prime example. Learn how they’ve been using Optimizely tools to scale their experimentation program and exceed business outcomes.

2:35 – 3 PM
Coffee & networking break
Join us for refreshments, visit our sponsor stands and network with your peers!

3 – 3:35 PM
Breakout sessions

Best practices for a successful CMS Implementation
Michiel Dorjee, Director of Digital Experience, Optimizely

Additional details coming soon!

Building a powerhouse commerce engine
Josh Schoonmaker, Global VP of Product, Optimizely

If you’re focused on building a great commerce experience for your customers, there are a few things you’ve got to be thinking about:
• Customer lifetime value - this should be the one metric to rule them all
• Customer experience - always be building to meet your customer’s highest expectations
• Data - capture it, and do more with it
• Intelligence - human and artificial combined
Join this session to learn how Optimizely can help you to put these center stage.

**The science of testing right**  
*Hazjier Pourkhalkhali, VP Strategy and Value, Optimizely*

Learn the real best practices of experimentation based on ground-breaking research and insights. Hazjier is a co-author of three scientific studies on experimentation with Harvard Business School and his work is covered in the book *Experimentation Works* (Stefan Thomke). He has advised executives at IBM, Microsoft, H&M and more in improving their performance. Learn the exact strategies that transform and guide the world’s best experimentation programs based on years of practice and deep scientific research.

**3:50 - 4:05 PM**  
**Customer awards**  
*Chad Wolf, Chief Customer Officer, Optimizely*

Celebrate the unparalleled ingenuity of Optimizely’s customers.

**4:05 - 4:15 PM**  
**Closing remarks**  
*Alex Atzberger, CEO, Optimizely*

A look back on a thrilling and informative day and what’s ahead for 2023!

**4:15 - 6:15 PM**  
**Closing drinks reception**  
We invite you to join us for drinks and canapes.

*Session times and details are subject to change*