Modernize 2018

CREATING THE FUTURE OF CUSTOMER EXPERIENCE TODAY

Wednesday 16 May 2018
SYDNEY HILTON

PROGRAM

EVENT OVERVIEW

"An insights-driven business harnesses and implements digital insights strategically and at scale to drive growth and create differentiating experiences, products and services" — Forrester

The future belongs to those organisations who harness their people, processes, and technologies to seamlessly interpret customer signals and respond in a way that moves the experience far beyond the customer's expectations.

Modernize 2018 offers a unique opportunity to connect and share ideas with leading organisations across Australia and New Zealand. Join us, as we come together for a day of disruptive thinking and inspirational learning designed with the needs of the Insights Driven Business in mind.

Packed full of practical and actionable insights, Modernize 2018 will share how some of industry's leading brands have made the transition to being insights driven and how this has helped them future proof their customer experience programs by:

Building their own best-of-breed cloud based product and marketing technology stacks; promoting data portability, facilitating seamless integrations, providing deep data analysis and leveraging an API-first mindset.

Accelerating the delivery of immersive customer experiences that are fearless in design and grounded in a data-driven development framework.
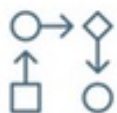
Structuring their teams and workflows to enable both organisational and data agility.

Creating a future facing infrastructure capable of delivering a true omni-channel experience.

AGENDA OVERVIEW

9.00 - 9.45: Customer Obsession in the Digital Age
Michael Barnes, VP - Research Director, Forrester

It's not enough to just 'invest in digital.' In order to compete, all business leaders must put customers at the centre of their people, process, and technology strategy to become truly agile and insights-driven.

In this session, Michael will cover:
* Understanding what it means to be a customer obsessed leader.
* Enabling an insights-driven business to meet and exceed the expectations of empowered customers.
* The importance of collaborating with CX, digital, product development, and technology teams to innovate and rapidly create incredible digital products and experiences.

9.45 - 10.30: Laying the Foundation for Delivering World Class Experiences
Martyn Toney, Managing Director, Accenture Interactive

Activating customer experiences for modern organisations.

10:30 - 11:10: **Riding the Waves of Digital Transformation**
Simon O'Day, Co-Founder, The Lumery; Sheerien Salindera, Digital & Merchandising Lead, Qantas; Jodie Sangster, CMO Liaison Lead - IBM Watson; Bronwyn Smedley, Senior Manager Behavioural Communications & Analytics, REA Group; Kirsty MacCulloch, Australia Post

In the first wave of digital transformation, companies were quick to react, implementing the latest technology in a race to achieve competitive advantage.

While it's widely recognised that digital transformation is an important step towards achieving business success, it's not always straightforward to achieve. A clear strategy, the ability to measure business impact and demonstrate the value of your technology investment is critical to success.

With the impending second wave of digital transformation and shift towards product centric teams, our panel of digital experts will share their best practice tips for overcoming the challenges associated with the first wave of digital transformation and how to prepare for the imminent second wave.

11:30 - 12:10: Product Experimentation Pitfalls and How to Avoid Them
Jon Norohna, Director of Product, Optimizely

One of the biggest trends in software development today is product experimentation.

Instead of designing a product, building it, launching, and praying, more and more teams are looking for ways to iterate gradually and validate their ideas with data. Techniques like A/B testing, feature flagging, and gradual rollouts are quickly becoming mainstream.

More experimentation means faster development and better products.

Yet like any trend, product experimentation can easily go wrong. For every game-changing A/B test, there's a trail of testing mistakes that led well-meaning teams down the wrong path.

Jon will share tips for avoiding these pitfalls in your own experimentation program.

12:15 - 12:55: Customer Data Orchestration Across Every Experience in Real-Time (Modernize Session)
Chris Slovak, VP Global Solutions Consulting Team, Tealium
Phil Lees, Insights Manager, Intrepid Group

When your digital marketing world includes managing 25 regions, seven marketing offices and a remote technical team within a fast moving industry – a streamlined, robust data foundation is mandatory.

That's exactly what Phil Lees, Insights Manager at Intrepid Travel has implemented to dramatic effect.

Join us along with our VP of Solutions Consulting, Chris Slovak to hear how Intrepid Travel has used first-party real-time data to:
- Drive faster online development across the globe
- Gain greater insight on each customer
- Aligned marketing teams and IT deliver on their brand promise

12:15 - 12:55: How to Run an Optimisation Programme at Scale and Why Some Programmes Fail (Optimizely Experience Session)
Matt Pezzimenti, Founder, Conversion Kings

Matthew Pezzimenti has built a dedicated CRO agency through creating 8 different centres of excellence. Matthew will share with you how to organise your team to work independently or in collaborate with an agency that will accelerate your testing.

Taking learnings from running over 100 CRO programs and in excess of 4,000 tests, Matthew will highlight the critical areas through the workflow where most people fail by giving you actionable advice on how to solve.

14:00 - 14:40: The Need for Speed (Modernize Session)
Paul Biggs, Director of Product Marketing, Contentful
Trent McClenahan, Head of Digital and Emerging Businesses Delivery,
nib health funds

Companies are facing increasing demands -- and finding increasing opportunities -- to engage customers in new channels and new markets. It's forcing all companies to become digital product companies, as they race to build websites, apps, and devices that support emerging touchpoints along the customer journey. Winning companies are staying ahead by empowering cross-functional teams to ship digital products faster. Learn how content infrastructure plays a critical role in removing common roadblocks faced by the modern, agile team.

14:00 - 15:25: Advanced Experimentation Workshop (Optimizely Experience Session)
James Spittal, CEO, Web Marketing ROI
Holly Joshi, Head of Customer Success APAC, Optimizely

Hands on workshop covering the most common and challenging use cases in advanced experimentation today. Inclusive of data challenges, integrations, multi-page, customised and URL testing

14:45 - 15:25: Using Empathy to Build Better Products (Modernize Session)
Scott Voigt, CEO, FullStory

What would it take to get every team in your company focused on your customer's experience? Sales, Product, Marketing, Support: how could each organization benefit from the ability to see your site through your users' eyes?

A great customer experience is no longer just "nice to have", it will make or break your entire business. FullStory (the company) takes a customer-first approach to every aspect of its business using one true source of CX data—FullStory (the app!).

In this talk, CEO Scott Voigt will describe how his company leads the field in customer empathy and turns that data-driven insight into the real-world results that matter: enthusiastically happy customers and exponential growth.

15:50 - 16:30: **Running High-Performance Experience Teams** (Modernize Session)
Dave Calleja, Associate Design Director – Experimentation, Isobar
Julia Birks, Lead Strategic Designer, Isobar

With the transition of focus from data to insights it's imperative that every aspect of the organisation can validate and execute on every valuable insight available.

Find out how Isobar help create and run teams enable this to take place from feature team to emerging technology experiments.

15:50 - 16:30: The Psychology of Experimentation (Optimizely Experience Session)
Nima Yassini, CEO, New Republique

Behavioural economics, choice theory and the modern consumer

Over the last decade data and a single view of the customer has been deemed the new frontier of marketing. But, is seeing past action helping us understand why customers buy and how they make decisions?

In this session behavioural and experience optimisation specialist and CEO of New Republique, Nima Yassini, will look at how brands might be sabotaging their own success by providing too much choice, uncover the reasons customers don't buy, and what to do instead. It's time to forget what you think you know about consumer behaviour and write a new rulebook.

16:35 - 17:15: Data-Driven Messaging Experiences: Braze
Christopher Fennell, Braze; Lewis Barnes, Braze APAC; Nathan Gumley, GM of Media, Product and Innovation, Telstra; Steven Jin, Digital Brand Manager, KFC SOPAC

16:35 - 17:15: Why A/B Testing Scrambles Your Funnel's Data, And How To Fix It: Ebex
Evan Shellshear, Chief Commercial Officer, Ebex
Van Nguyen, Tech Lead and Full Stack Node.js Developer, Ebex

Single page application architectures like ReactJS and AngularJS have created a revolution in user experiences that are fast, easy, and more dynamic.

But they've also posed challenges for experimenters, often requiring extensive workarounds and development to play nicely with Optimizely.
Until now.

We're bringing easy and fast experimentation to single page apps in Optimizely--the way it was meant to be.

This session will cover best practices for experimenting in SPAs, product updates related to single page apps, and provide you with tips to easily implement SPAs.

17:20 - 17:50: Locknote - Connecting the Digital Dots
Dan Ross, Managing Director ANZ, Optimizely

Competing in the modern era isn't just about technology, it's about building a company that has the velocity, clarity, and insights to earn the right to customers.

Today we've learned how these core tenets of world-class product teams enable businesses to adapt and thrive amidst unimaginable change.

AGENDA AT A GLANCE

800 - 900	Registration & Light Breakfast	
900 - 945	Customer Obsession in the Digital Age: Forrester	
945 - 1030	Laying the Foundation for Building Digital Products: Accenture	
1030 - 1110	Riding the Waves of Digital Transformation: The Lumery	
1110 - 1125	BREAK	
1130 - 1210	Product Experimentation Pitfalls and How to Avoid Them: Optimizely	
	MODERNIZE SESSIONS	OPTIMIZELY EXPERIENCE SESSIONS*
1215 - 1255	Customer Data Orchestration Across Every Experience in Real-Time: Tealium	How to Run an Optimisation Programme at Scale and Why Some Programmes Fail: Conversion Kings
1300 - 1350	LUNCH	
1400 - 1440	The Need for Speed: Contentful	Advanced Experimentation Workshop: Web Marketing ROI & Optimizely
1445 - 1525	Using Empathy to Build Better Products: FullStory	
1530 - 1545	BREAK	
1550 - 1630	Running High-Performance Experience Teams: Isobar	The Psychology of Experimentation: New Republique
1635 - 1715	Data-Driven Messaging Experiences: Braze	Why A/B Testing Scrambles Your Funnel's Data, And How To Fix It: Ebex
1720 - 1750	Locknote: Connecting the Digital Dots: Optimizely	
1800 - 1930	Cocktails & Canapes Sponsored by BVAccel & Optimizely	

* The Optimizely User Experience break out sessions have been designed for Optimizely practitioners and are a complimentary add on to the Modernize 2018 mainstage program.

WHO SHOULD ATTEND

Modernize 2018 meets the needs of the new era of cross functional product teams including Marketing, Product and Engineering.

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CONTACT US

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