

CXps 2018 Schedule-at-a-Glance



Whatever your client experience focus, CXps 2018 has something for you.

This year we have expanded our offerings to four (4) tracks in most time slots.

PLUS our Client Savvy experts will be available at the booth at specified times throughout the event to answer your questions and/or set up a time during CXps for a deeper conversation.

Thank you attending CXps 2018 and for being part of our growing community.

Monday, May 21, 2018		
Time	Location	Session Title
6:00 - 7:00 pm	Durham Hotel Rooftop Bar	<i>Opening Reception</i>
Tuesday, May 22, 2018		
7:30 - 1:30	Junior B & C	Beverage Bar (flavored coffee, juice, soft drinks, water)
8:00 - 8:30	Junior B & C	<i>Welcome and Overview</i> of CXps - Ryan Suydam
8:30 - 9:30	Junior B & C	<i>Opening Keynote: Using Technology, Data and Analytics to Create a World-Class Client Experience</i> - Evan Carroll
9:30 - 9:45	Exhibit Area	<i>Break</i> (15 minutes)
9:45 - 10:45	(See Below)	<i>Breakout Sessions</i> (four tracks)
	Junior A3	<i>Aligning CX, EX and Brand: Fulfilling Your Brand Promise Through an Engaged Client-Centric Culture</i> - Tim Asimos, CPSM
	Junior D3	<i>Win the Race for Talent by Creating Superstars within Your Firm</i> - Mike Phillips, AIA
	Junior A1	<i>Becoming a Client-Centric Company: Lessons from the Trenches</i> - Wright Sullivan
	Junior D1	<i>MSA Client Experience Journey Pilot Studies and Lessons Learned</i> - Jim Holz, AICP & Greg Crowe
10:45 - 11:15	Exhibit Area	<i>Break</i> (30 minutes)
11:15 - 12:15	(See Below)	<i>Breakout Sessions</i> (four tracks)
	Junior A2	<i>CX Mastermind Round Table Session</i> - Led by members of CX Mastermind Group
	Junior A1	<i>Implementing a Client Feedback Program</i> - Patricia Ellard & Dan Pulka
	Junior D3	<i>Tools & Technology to Create CX Efficiency</i> - Ted-style Talks by our Sponsors
	Junior D1	<i>Mastering Client Focus: One Firm's Journey</i> - Eddy Smith & Mel Lester
12:15 - 1:45	Junior B & C	<i>Networking Lunch plus Keynote with Deb Knupp / Growth Play</i>

2:00 - 5:00	(See Below)	Workshops (four tracks)
	Junior A1	Sound Like You Feel - Alan Hoffler
	Junior D3	Client Empathy Mapping - Chandra Storrusten
	Junior D1	CX Advanced Workshop - Steven Keith
	Junior A3	How Linguistic Analysis Reveals What Clients Really Say - Kate Lucey
5:30 - 7:00	Tobacco Road Sports Cafe	Networking Reception (map enclosed)

Wednesday, May 23, 2018

7:30 - 1:30	Junior B & C	Beverage Bar (flavored coffee, juice, soft drinks, water)
7:00 - 7:45	Junior D1	You've got a Client Listening Program. Now what? - Amanda Roehl & Chandra Storrusten
8:00 - 8:45	Junior B & C	Networking Breakfast plus Workshop Speakers Ted-style Talks Hear from Wednesday morning workshop speakers - select the workshop that is right for you.
9:00 - 11:00	(See Below)	Workshops (three tracks)
	Junior D3	Build a Culture that Drives a Red-Carpet Client Experience - Donna Cutting
	Junior A3	Create Your Own CX Playbook - Heather Denny
	Junior A1	MASHUP - Client Experience and Employee Experience - Kristi Weierbach, Ph.D.
11:00 - 11:15		Break (15 minutes)
11:15 - 12:15	(See Below)	Breakout Sessions (three tracks)
	Junior A2	CX Panel - Evan Carroll facilitates a panel that includes CX innovators from various industries
	Junior D1	Brand vs. Client Dilemma: Find the Right Balance for Better Experience - Ida Cheinman
	Junior A3	Proven Strategies to Successfully Launch a CX Initiative - Tim Schroeder, AIA & Sally Obernolte, AIA
12:15 - 1:30	Junior B & C	Recognition Luncheon - CX-celligence Award Winners and PSMJ Premier Winners
1:30 - 2:30	(See Below)	Breakout Sessions (four tracks)
	Junior D1	Creating a Research-based CX Strategy - Karl Feldman
	Junior A1	Tactics to execute a CX Strategy: CX Mini Clinic - Steven Keith
	Junior A3	Improving the Client Experience: Entice and Enter - Erin Meszaros
	Junior D3	Driving Client Experience using Social Media - Lee Phillips & David Mantica
2:30 - 3:30	Junior B & C	Moving Forward with CX and EX: Closing Keynote - Stan Phelps