



Opticon



OPTICON TOUR '22

London Agenda

Friday, November 4

8 – 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

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.

10:30 – 11 AM

Coffee & networking break

Join us for refreshments, visit our sponsor stands and network with your peers!

11 – 11:30 AM

Sponsored breakouts

Microsoft & Optimizely CMS 12

Details coming soon!

Revolutionize the replatform | Siteimprove

Speakers to be announced

Picture this: You're neck-deep in a website redesign. Your developers are at the end of their rope, communication with your agency is on the rocks, and your launch date is rapidly approaching. It gets worse. You're dinged for accessibility issues, competitive SEO lags, and marketing performance across your digital ecosystem. The good news is we know how to get things back on track!

Hear how Siteimprove launched a new brand experience optimized for search, inclusion, and overall marketing performance.



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Siteimprove

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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.

11:30 AM – 1 PM

Lunch & networking break

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

1 – 1:35 PM

Breakout sessions

Building a best-in-class martech stack and quantifying its impact

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.

valtech_

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London
Tobacco Dock

Wapping Lane,
London, E1W 2SF

The path to upgrading: Getting your teams on the latest version

Jacob Khan, GVP, Solution Architect, Optimizely

There are countless benefits that come with upgrading to the latest version of Optimizely, but we understand that the process can seem overwhelming. This session is going to breakdown and simplify the process so that you feel confident to take the first steps towards upgrading.

The heart of experimentation

Isabel Meijaard, Senior Manager, Strategy Consulting, Optimizely

We're all looking for more wins, and more importantly learnings in our experiments. As we scale our programs we should be ensuring that the muscle of identifying hypotheses is well understood and repeated across teams. Learn tactical tips to instill a strong hypothesis generation practice at your organization.

1:50 – 2:25 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.

The perfect pair: Full Stack Experimentation and Data Platform

Thilo Richter, Global VP Product Management, Optimizely



Unleash a host of new features by pairing Full Stack Experimentation with Optimizely Data Platform. In this session, see how segments from Optimizely Data Platform can be utilized within flags and experiments within Full Stack, and in the other direction, how user level events and data can be reported on within Optimizely Data Platform.

2:25 – 2:55 PM

Coffee & networking break

Join us for refreshments, visit our sponsor stands and network with your peers!

2:55 – 3:30 PM

Breakout sessions

Going headless with Optimizely

David Knipe, RVP, Solution Architect, Optimizely

In this session we will cover all of the key features available to Optimizely CMS customers when working with the CMS in a headless fashion. Some key aspects that will be covered:

- Content APIs
- Managing client applications
- The headless experience for editors
- Head deployment best practices
- Enabling hybrid with editor templating
- Static file hosting

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 Pourkhalhali, 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.

3:45 - 4 PM

Customer awards

Chad Wolf, Chief Customer Officer, Optimizely

Celebrate the unparalleled ingenuity of Optimizely's customers.

4 - 4:10 PM

Closing remarks

Alex Atzberger, CEO, Optimizely

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

4:10 - 7 PM

Drinks reception

We invite you to join us for drinks and canapes.

* Session times are subject to change

