Opticon

OPTICON TOUR '22

Stockholm Agenda

Optimizely

Tuesday, November 8

8 – 9:20 AM

Arrival & registration
Pick up your badge, grab a coffee and network.

9:30 – 10:25 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.

10:25 – 10:45 AM

Coffee & networking break
Join us for refreshments, visit our sponsor stands and network with your peers!

10:45 – 11:15 AM

The generation of content engine

Deane Barker, Senior Product Strategy Director, Optimizely

Details coming soon!

11:15 – 11:35 AM

Shocking experiments

Mårten Bokedal, Product Evangelist Director, Optimizely

Jessica Dannemann, Chief Worldwide Partner Ecosystem, Optimizely

How do you stay on top of ever changing customer behaviours and expecations while makin sure that you maximize the outcomes of your marketing efforts? Join this gameshow that will be testing your intuition about how right and wrong you can be about a test. The results can have shocking consequenses.

11:35 AM – 12:05 PM

Growing your digital business into full bloom

Isabel Meijaard, Senior Manager, Strategy Consulting, Optimizely

Transforming your business into a digital business require a transformation process in which people, process and technology align towards business goals and mapped towards new customer journeys. In this sessions we will listen to Blomsterlandets digital maturity story and how to set a roadmap become a winner in modern commerce.

12:05 — 1:35 PM

Lunch & networking break

Join us for lunch, visit our sponsor stands and network with peers.

1:35 — 2:05 PM

Breakout sessions

Underutilized features that will maximize the potential of your CMS

David Knipe, RVP, Solution Architect, Optimizely

Details coming soon!

Secrets to creating commerce experiences your customers want

Mårten Bokedal, Product Evangelist Director, Optimizely

What are the traits that digital commerce leaders are having in common, what trends are forming consumer behaviour in 2023 and onwards and what do you need to focus on to make your brand stand out in they eyes of the consumers? We have compiled facts from leading Nordic research in which we will present key findings of how you become a digital leader.

The heart of experimentation: The hypothesis

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.

München bryggeriet

Torkel Knutssonsgatan 2
118 25 Stockholm

2:20 – 2:50 PM

Breakout sessions

Marketing transformation: Reimagining your content marketing machine

Shafqat Islam, General Manager, Marketing Orcestration, 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.

Get more from your digital experience platform with Optimizely Data Platform
Details coming soon!

The evolution of personalization and how to plan for the future

Emma Shillam, Lead Consultant 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.

2:50 – 3:20

Coffee & networking break
Join us for refreshments, visit our sponsor stands and network with your peers!

3:20 – 3:50 PM

Sponsored breakouts

Microsoft + Optimizely CMS 12
Details coming soon!

How Valtech optimize with Optimizely

Mattias Malmer, SVP Global Marketing Operations, Valtech

Valtech will take you behind the scenes in real life experience, not just showing the why, what and how, but also giving you an inside view of business outcomes, both in terms of revenue and cost efficiency.

Microsoft

SPONSOR

valtech_

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Contentsquare + Spotify
Details coming soon!

4:05 – 4:55 PM

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.

4:55 – 5:15 PM

Customer awards & closing remarks

Alex Atzberger, CEO, Optimizely
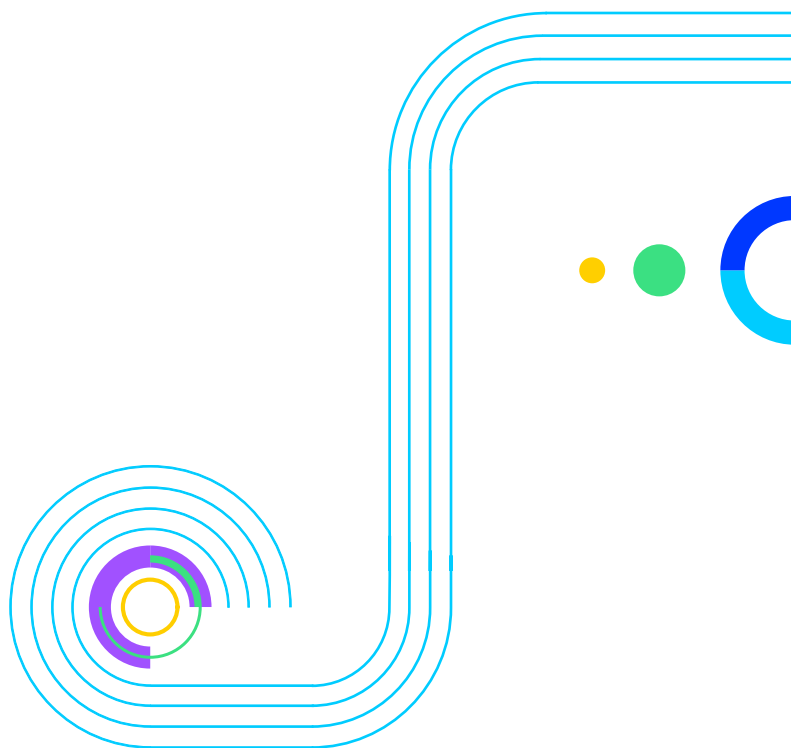
Chad Wolf, CCO, Optimizely

A look back on a thrilling and informative day and what's ahead for 2023! Plus customer awards, celebrating the unparalleled ingenuity of Optimizely's customers.

5:15 – 7 PM

Drinks reception
We invite you to join us for drinks and canapes.

* Session times are subject to change