

AGENDA

Enhancing Customer Experience Through Generative AI: Transformative Strategies for Modern Marketers

Executive Dinner

SPEAKERS



Sandeep Kapoor
Director of Marketing
Keysight
Technologies



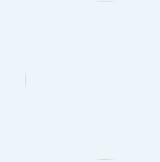
Priscilla Ledesma
Director
Braven



Steve Choi
Director, Product Digital
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Dhouglas Carvalho
VP, Global Market Data,
Analytics & Research
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October 02, 2024

5:30 PM-9:00 PM

Eastern Time

Enhancing Customer Experience Through Generative AI: Transformative Strategies for Modern Marketers

In an era where customer experience defines brand success, Generative AI emerges as a potentially powerful tool for marketers to innovate and personalize engagement. Join us to explore how generative AI can be harnessed to create immersive customer journeys, tailor content at scale, and help understand consumer behavior with unprecedented accuracy. Join us for an evening of strategic discussion, networking, and culinary delights as we delve into the future of marketing with generative AI.

TOGETHER WITH

