Tuesday, March 26

Opening Keynote [GS1]

Shantanu Narayen, Chairman & CEO, Adobe
Anil Chakravarthy, President, Digital Experience, Adobe
Mary T. Barra, Chair and CEO, GM

(Scheduled) **Tue, March 26 | 9:00 AM - 11:00 AM PDT**

Adobe Lightroom and Mobile Customer Engagement with Adobe Journey Optimizer [S805]

Joy Wang, Mobile Growth Marketer, Lightroom, Adobe
Ivan Mironchuk, Principal Product Manager, Adobe

(Scheduled) **Tue, March 26 | 1:00 PM - 2:00 PM PDT**

The CX Revolution: Creating Next-Level Omni-Personalization Experiences [S712]

Trinadha Kandi, Managing Director, Deloitte Digital
Emma Purcell, Personalization Lead, Deloitte Digital

(Scheduled) **Tue, March 26 | 2:30 PM - 3:30 PM PDT**

Always Coca-Cola: An Iconic Brand's Mission to Get to Know Its Customers [S718]

Shekhar Gowda, Global Head, Marketing Technology, M5 Services LLC
Carol Reed, Chief Innovation Officer for WPP & Open X, WPP
Jeff Geheb, Global Chief Experience Officer, VML

(Scheduled) **Tue, March 26 | 4:00 PM - 5:00 PM PDT**

Welcome Reception [GS4]

(Scheduled) **Tue, March 26 | 5:30 PM - 7:00 PM PDT**

Wednesday, March 27

Adobe GenStudio & Workfront Fusion: Building Automated Content Workflows [L610]

Gevorg Kazaryan, Group Product Manager, Adobe
Sam Taylor, Product Manager, Digital Experience, Adobe

(Scheduled) **Wed, March 27 | 8:00 AM - 9:30 AM PDT**

Inspiration Keynote [GS2]

Shantanu Narayen, Chairman & CEO, Adobe
Anil Chakravarthy, President, Digital Experience, Adobe
Ed Bastian, CEO, Delta Air Lines
Emma Springham, Chief Marketing Officer, TSB Bank

(Scheduled) **Wed, March 27 | 10:00 AM - 11:30 AM PDT**

Crafting Total Experiences with Data, AI, and Human-Centricity [S741]

(Scheduled) **Wed, March 27 | 1:00 PM - 2:00 PM PDT**

TUESDAY

March 26

9–11am
Opening Keynote

1–3:30pm
Strategy Keynotes

1–6pm
Sessions and labs

11am–7pm
Community Pavilion

5:30–7pm
Networking Welcome Reception

WEDNESDAY

March 27

10–11:30am
Inspiration Keynote

1–3:30pm
Strategy Keynotes

8am–5pm
Sessions and labs

11:30am–5:30pm
Community Pavilion

4–5:30pm
Networking Community Mixer

5:30–7pm
Sneaks

7:30–11pm
Summit Bash

THURSDAY

March 28

8:30am–3pm
Sessions and labs

10am–3pm
Community Pavilion

Agenda is subject to change.

CONFERENCE