WebexOne 2021 Agenda

Americas - Oct 26–27
8:00 AM PDT | 11:00 AM EDT

EMEA - Oct 27–28
10:00 AM BST | 11:00 AM CEST

Asia Pacific - Oct 27–28
8:30 AM IST | 14:00 AEDT

Day 1 Agenda | Hybrid Work

10:00 AM – 11:45 AM BST 11:00 AM – 12:45 PM CEST	Opening Keynote: Hybrid Work Momentum			
Track Titles	**Track 1** Enable an inclusive hybrid workforce where everyone has an equal seat at table regardless of where they work.	**Track 2** Manage and secure your hybrid work environment and enable collaboration from anywhere	**Track 3** Smart hybrid workspaces: see how Cisco is using Webex to design the workplace of the future for 70,000 employees	**Track 4** Deliver hybrid events that build meaningful audience engagement
	TRACK 1 SESSIONS	TRACK 2 SESSIONS	TRACK 3 SESSIONS	TRACK 4 SESSIONS
11:50 AM – 12:10 PM BST 12:50 PM – 1:10 PM CEST	Enable your workforce to collaborate seamlessly. See how [TBD] is driving hybrid work with Webex.	Embrace the potential of collaboration with the Webex platform.	Smart hybrid workspaces: see how Cisco is using Webex to design the workplace of the future for 70,000 employees.	Take a hybrid approach to events. Women In Product connects communities across in-person and virtual experiences.
12:15 PM – 12:35 PM BST 1:15 PM – 1:35 PM CEST	Move to the cloud with the calling platform that powers 8 billion calls a month.	Enable more inclusive work and greater well-being with artificial intelligence.	Intelligent experiences with Webex and Cisco Smart Building solutions Discover how Rebel is optimizing their workplace for hybrid work.	Create hybrid events that matter with Socio. Discover how the National Speakers Association transformed hybrid events.
12:40 PM – 1:00 PM BST 1:40 PM – 2:00 PM CEST	Create more inclusive meeting experiences. Learn how Tetra Pak uses Webex to overcome language barriers.	Manage hybrid work with ease with Control Hub's centralized IT.	Essential devices for your home office. See how Axis Capital keeps people connected when working remotely.	Intuitive, impactful webinars at scale with Webex. Chipotle connects teams from across the business.
1:05 PM – 1:25 PM BST 2:05 PM – 2:25 PM CEST	Keep collaboration flowing beyond the meeting with Webex.	Activate the hybrid workplace with the Webex architecture advantage.	Brainstorm, ideate and co-create with digital whiteboarding. See how Phillips 66 uses video to help solve complex problems.	Measuring event ROI and impact. MadFest reimagines their global flagship event for hybrid participation
1:30 PM – 1:50 PM BST 2:30 PM – 2:50 PM CEST	Power more engaging meetings with polling by Slido	Secure users, devices and content end-to-end. Learn how [TBD] achieves secure and compliant collaboration.	Streamline collaboration with workspace devices designed for interoperability with any platform.	Hybrid events and beyond. Best practices for hybrid events from Hewlett-Packard and AmSpa. (Panel)
1:55 PM – 2:15 PM BST 2:55 PM – 3:15 PM CEST	Closing Keynote Session: Thought Leadership Roundtable (Analyst, etc.)			
2:15 PM – 2:35 PM BST 3:15 PM – 3:35 PM CEST	Closing Keynote Session: Visionary Celeb Speaker			

Day 2 Agenda | Customer Experience

10:00 AM – 11:45 AM BST 11:00 AM – 12:45 PM CEST	Opening Keynote: Customer Experience	
Track Titles	**Track 5** Create memorable, connected customer experiences	**Track 6** Empower your developers to succeed with programmatic APIs and powerful SDKs
	TRACK 5 SESSIONS	TRACK 6 SESSIONS
11:50 AM – 12:10 PM BST 12:50 PM – 1:10 PM CEST	New frontiers in customer experience: the transformation happening today with Australian Capital Territories Government.	Harness the power of CPaaS for your business. See how Tesco Bank reinvented their customer experience.
12:15 PM – 12:35 PM BST 1:15 PM – 1:35 PM CEST	Connect customer journeys: contact center and beyond. Get an up-close look at how Paychex is approaching real-time customer visibility.	Scale your business with CPaaS APIs and developer tools.
12:40 PM – 1:00 PM BST 1:40 PM – 2:00 PM CEST	Deliver remarkable customer experiences from the cloud with Webex Contact Center.	Accelerate your customer journey development for smarter interactions
1:05 PM – 1:25 PM BST 2:05 PM – 2:25 PM CEST	Use the power of AI to create memorable experiences and customer fans.	Leverage Webex developer products to build cross-platform applications.
1:30 PM – 1:50 PM BST 2:30 PM – 2:50 PM CEST	The unlimited possibilities of an open, API-first customer experience platform, and how NETSCOUT plans to leverage its power.	Integrate 3rd party apps within Webex meetings and spaces to enable seamless collaboration.
1:55 PM – 2:15 PM BST 2:55 PM – 3:15 PM CEST	Closing Keynote Session: Customer Roundtable	
2:15 PM – 2:35 PM BST 3:15 PM – 3:35 PM CEST	Closing Keynote Session: Visionary Celeb Speaker	

webexone

WebexOne 2021
Session Details | Day 1

Track 1: Enable an inclusive hybrid workforce where everyone has an equal seat at table regardless of where they work

Session Title:	Description:
Enable your workforce to collaborate seamlessly. See how Chipotle serves up hybrid work	Hybrid work is here to stay, and it will require a new type of collaboration solution. Carolina Milanesi from Creative Strategies will share insights about hybrid work trends, and Colin Mcguire from Chipotle will share how they are serving up hybrid work with Webex.
Move to the cloud with the calling platform that powers 8 billion calls a month.	Many customers are transitioning from on-prem to the cloud, which promises a more secure, reliable and scalable communication infrastructure. In this session, you'll learn about the recent innovations Webex has launched to prepare customers for the future. We will be joined by Rich Shaw from our partner AT&T to discuss how we're working together to transform the cloud calling industry, and by Stanley Toh from Broadcom, who will share how they're using Cloud Calling from Webex for their communication needs.
Create more inclusive meeting experiences. Learn how Tetra Pak uses Webex to overcome language barriers.	In this session, you'll learn about how Meetings in Webex enables a more inclusive real-time collaboration environment that delivers equal experiences for everyone, regardless of their location, personality or abilities. Tetra Laval will share how they used Webex to overcome language barriers to support a sustainable supply chain.
Keep collaboration flowing beyond the meeting with Webex.	In the world of hybrid work, messaging and asynchronous collaboration is more important than ever before. As the boundary between work and home has become blurred, people are experiencing meeting fatigue, disconnected from their colleagues, and excluded from decision making processes. In this session we will share how Webex gives you the tools to get more done with fewer meetings, manage your work life balance, ensure all team members feel included, and get some of your most valuable asset - time - back.
Power more engaging meetings with polling by Slido	In the world of hybrid work, business leaders will face the challenge of how to level the playing field for remote and in-person participants. In this session, you'll learn how to use Slido live polling and Q&A from within Webex to empower everyone on the team, wherever they are joining from.

Track 2: Manage and secure your hybrid work environment and enable collaboration from anywhere

Session Title:	Abstract:
Embrace the potential of collaboration with the Webex platform.	Learn about the power of the Webex platform and how our industry-leading technology, AI-enabled experiences and extensibility are transforming hybrid work.
Enable more inclusive work and greater well-being with artificial intelligence.	With AI-enabled experiences for Webex, organizations can provide an inclusive work engagement for all, while maintaining a healthy team environment and championing company culture. Hear how features like noise removal, translation and transcription can provide an inclusive experience for employees and allow greater ease of use with the transition into hybrid work.
Manage hybrid work with ease with Control Hub's centralized IT.	Today's IT departments face enormous challenges, with an increasingly dispersed workforce and the sudden, massive proliferation of collaboration tools. Managing more employees and their multiple tools can be a significant task for most IT departments, with the use of third-party dashboards further complicating things. Join us to find out how Control Hub offers insights into usage and performance issues for all these communication modalities and discover new administrative tools and capabilities that ensure a superior experience for every user, whenever they are.
Activate the hybrid workplace with the Webex architecture advantage.	Learn how Webex enables seamless, cross-organizational collaboration and meeting room system interoperability, as well as high-quality meeting experiences through our media-optimized cloud – all while maintaining the strictest security and compliance standards. Join us to find out how Webex is keeping your users and teams productive, and your organization secure, with our architecture advantage.
Secure users, devices and content end-to-end.	Strong security is a must in the hybrid work world, but how can you be sure your company data and intellectual property are protected when meeting, messaging and sharing content? In this session we will explore the state of collaboration security and how your organization can keep deployments protected, private and compliant using Webex. We'll talk to industry analyst Jim Lundy about what you need to know about data sovereignty, national cloud and the latest security trends. We'll hear from Cisco SVP and Chief Security and Trust Officer Brad Arkin about security best-practices. And you'll find out how Webex partner NTT helps their customers overcome collaboration security challenges from Nicolas Coudret, Senior Product Director, Managed Collaboration and Communications. This session will help you get up to speed so you feel confident your users, devices and content are protected end-to-end.

WebexOne 2021
Session Details | Day 1

Track 3: Smart hybrid workspaces: see how Cisco is using Webex to design the workplace of the future for 70,000 employees

Session Title:	Description:
Smart hybrid workspaces: see how Cisco is using Webex to design the workplace of the future for 70,000 employees.	With the luxury of choice, how do you make the choice to work from the office appealing? Workspaces must now work harder than ever to create experiences that cannot be replicated anywhere else. In this session, you'll learn about Cisco's vision for workspaces in the hybrid era - a vision that puts people at the center of everything we do. We'll give a peek into the designs behind our newest office facilities around the world, and discuss how the future of hybrid work requires new partnerships between IT, HR, and facilities.
Intelligent experiences with Webex and Cisco Smart Building solutions. Discover how Rebel is optimizing their workplace for hybrid work.	For successful hybrid work, optimizing real estate while delivering better experiences for your workforce will be a complex balance. You need to enable safe, meaningful, and human connections when people choose to come to the office. Learn how Webex, together with Cisco Smart Building solutions, can help you to connect the dots between people, workspaces, and devices to optimize your workplace investments.You will also hear how Rebel are using Webex and Cisco technology to transform their workplace experience.
Essential devices for your home office. See how Axis Capital keeps people connected when working remotely.	Choosing a suitable remote work solution requires serious consideration of the environments you work in, the type of work you do, and how often you work in a given environment. Learn how our Webex Desk Series devices, headsets and peripherals can transform the remote work experience --eliminating distractions, reducing video fatigue and helping you be at your best in every interaction. You'll also discover how only Webex provides IT with the tools needed to support devices for hybrid work at scale. You will also discover how Axis Capital are using Webex Desk devices to keep people connected when working remotely.
Brainstorm, ideate and co-create with digital whiteboarding. See how Phillips 66 uses video to help solve complex problems.	Whiteboards have long been the go-to tool for brainstorming, ideation and co-creation. But how do you enable effective whiteboarding for your entire hybrid workforce? Learn how Webex is reimagining software solutions and creating innovative new devices that deliver simple and effective collaboration and digital whiteboarding experiences for hybrid teams. Also, learn about the creative solutions that Phillips 66 came up with, using Webex technology to transform their workplace and also solve complex problems.
Streamline collaboration with workspace devices designed for interoperability with any platform.	Bringing your team, customers and partners together to communicate, collaborate and solve problems is at the core of everyone's work. But in the new era of hybrid work, when many people will be working remotely, and you need to participate using other vendors' solutions, additional problems can arise. Interoperability challenges make it difficult to connect and hinder effective teamworking. Whether for home or office workspaces, Cisco solutions allow you to effortlessly connect and enjoy the best possible collaboration experience, whether powered by Webex, or by third party platforms. Join this session to hear about the latest calling and meetings innovations that streamline hybrid work for every participant and simplify admin for IT.

Track 4: Deliver hybrid events that build meaningful audience engagement

Session Title:	Description:
Take a hybrid approach to events. Women In Product connects communities across in-person and virtual experiences.	As we consider the return to in-person events, the uncertainty can make it difficult to plan and optimize both in-person and virtual experiences. In this session, you will learn how the world of events has changed, and how you can ensure that your organization is prepared for the future. We will be joined by Adriana Black from Women In Product and hear learnings and strategies for creating successful hybrid events with true end-to-end management for events of all types and sizes - from simple webinars to more complex, multi-session events.
Create hybrid events that matter with Socio. Discover how the National Speakers Association transformed hybrid events.	Give your Marketing, Sales and Training leaders the tools they need to deliver memorable virtual, in-person and hybrid events. In this session you will hear from The National Speakers Association and learn about rich capabilities that can provide users with fully customizable and branded event hub, support for multi-session formats, registration and ticketing, attendee networking and more.
Intuitive, impactful webinars at scale with Webex. Chipotle connects teams from across the business.	Build relationships and drive engagement with customers and partners through impactful virtual events. We'll hear from Chipotle and learn how they incorporated events into their organization. Here you'll learn how easy it is to create highly customizable, branded experiences that use interactivity to truly make attendees feel like they are part of the event. We discuss optimizing events for large audiences, using new content and video sharing concepts that help presenters feel like pros, and tips to ensure that hosts and presenters can deliver flawless, engaging events.
Measuring event ROI and impact. MadFest reimagines their global flagship event for hybrid participation	Events are a critical part of every business's marketing strategy. They build brand and product awareness, drive customer loyalty, and keep your products and services in the hearts and minds of soon-to-be buyers. In this session, we will hear from Ian Houghton, Co-founder of MAD//Fest to learn how he transformed an in-person UK-based conference to a hybrid event that hosted over 23,000 attendees from more than 50 different countries. We will also discuss how to increase registration, attendance and participation, create value for sponsors & exhibitors, and how to foster continuous attendee engagement before, during, and after events.
Hybrid events and beyond. Best practices for hybrid events from Hewlett-Packard and AmSpa. (Panel)	Over the past 16 months, organizations have had to rethink how they build and nurture customer relationships, drive employee engagement, and keep their businesses competitive. Join this panel discussion to hear from event experience experts, Amy Freeman, National Sales Trainer at Hewlett-Packard and Karen Spinelli, Marketing Director at AmSpa as they discuss their own learnings from delivering hybrid events that fuel impactful attendee engagement.

WebexOne 2021
Session Details | Day 2

Track 5: Create memorable, connected customer experiences

Session Title:	Description:
New frontiers in customer experience: the transformation happening today with Australian Capital Territories Government.	Customer experience (CX) has become the top competitive differentiator in the marketplace - outweighing brand, product quality...even price. More than half of contact centers now report into a CX executive, and yet 72 percent of contact center decision makers say that fragmented customer experiences are one of their top 5 business challenges. Hear from Webex customer Jake Radloff from Australian Capital Territory (ACT) Government, Webex Customer Experience GM/VP Giorgio Mihaila, leading collaboration and contact center analysts Sheila McGee-Smith, Principal Analyst with McGee-Smith Analytics, and Dave Michels, Principal Analyst with TalkingPointz Research, for a thought-provoking dialogue about the steps businesses are taking to evolve to deliver the future of customer experience, now.
Connect customer journeys: contact center and beyond. Get an up-close look at how Paychex is approaching real-time customer visibility.	Every business wants to have a great relationship with their customers, but not everyone achieves that goal - even if they claim to be customer-centric. Multiple touchpoints between a company and its customers can result in inconsistent customer experiences. In this session, you'll get a rare chance to hear how a customer-centric brand, Paychex, is approaching these challenges in new and innovative ways. Join Webex customer Carlos Cong from Paychex, and Vinod Muthukrishnan, Chief Operating Officer, Webex Customer Experience solutions, for this fascinating look into how the power of real-time insights and customer-centered process can impact customer experience.
Deliver remarkable customer experiences from the cloud with Webex Contact Center.	The contact center's role in delivering a connected customer experience has been amplified by the pressures of digital engagement, automation imperatives, and work from anywhere. Join Webex customer James Hill from Cover-More Travel Insurance, Zack Taylor, Director of Strategic Communications for Webex Customer Experience, and Carlos Guadamuz, Business Development Manager for Webex Customer Experience, to hear and see how you can delight customers by delivering the answers they need, in the channel they prefer, with astonishing speed.
Use the power of AI to create memorable experiences and customer fans.	Businesses are turning to AI to create memorable experiences, and they are also looking for ways to do more with less. For far too long, improved customer experiences and increasing customer satisfaction inherently meant increased operational cost - expanding call center capacity, hiring and training more agents etc. Join Negin Ebrahimi, AI Strategy and Product Manager for Webex Customer Experience, to hear about how Webex is powering contact centers with AI to deliver fast, intuitive self-service, and create super agents who are empowered with context, insights, and intelligence to deliver timely, accurate responses that improve customer satisfaction, loyalty and lifetime value."
The unlimited possibilities of an open, API-first customer experience platform, and how NETSCOUT plans to leverage its power.	Every business and every customer journey is unique. Utilizing APIs as essential building blocks, businesses can personalize every step of the customer journey, tying together siloed business systems to create one seamless, connected customer journey sure to deliver surprise and delight. Join Padmini Krishnan, Product Manager for Webex Customer Experience, with a focus on API and developer strategy, to hear about how our open API strategy provides ultimate flexibility and customization opportunities to optimize every step of the experience. We'll also get a chance to hear from Kayla Grady, Director of Technical Services Operations at NETSCOUT about her vision of the possibilities of APIs.

Track 6: Empower your developers to succeed with programmatic APIs and powerful SDKs

Session Title:	Description:
Harness the power of CPaaS for your business. See how Tesco Bank reinvented their customer experience.	CPaaS has been proven to be critical in accelerating digital transformation for customer-facing businesses. The rise of new customer experiences, such as video consultations for health care and curbside pickup for retail have left enterprises reviewing how they operate. In this session learn how a platform approach can deliver smarter, richer customer interactions, what makes enterprise CPaaS different and how a communications platform approach can increase speed to market and simplify development. We'll also hear from Tesco Bank on their CX program, why they purchased CPaaS, use cases and the value they are delivering to their business.
Scale your business with CPaaS APIs and developer tools.	IT is at the heart of all digital transformation projects that aim to deliver smarter, richer customer interactions but there is constant pressure to speed up innovation to support the requirements from the broader business. As a consequence, developers are looking for quick and easy-to-use communications APIs and tools that also reduce technical complexity. In this session learn about our CPaaS platform, imiconnect, and its many communication APIs and SDKs, the infrastructure to support billions of interactions and tools to manage the full application lifecycle.
Accelerate your customer journey development for smarter interactions	Customer journeys and interactions rarely interface with only one system, but many enterprises develop applications in silos which has resulted in the proliferation of single purpose applications, resulting in duplication of developer time and effort. In this session we will focus on three areas - integrating with enterprise systems, tools for productivity and conversational automation - to enable you to orchestrate and automate customer journeys quickly and easily.
Leverage Webex developer products to build cross-platform applications.	In this session, learn about the Webex developer product portfolio, as well our tools and resources that can help build seamless integrations. We will share use cases so you can see current integrations in action as well as get an early look into exciting upcoming features.
Integrate 3rd party apps within Webex meetings and spaces to enable seamless collaboration.	Learn about the exciting possibilities of today's embedded apps, and hear from our partners as they relate their experiences collaborating with us to develop these integrations. You'll also get a deep-dive into how you can integrate apps into Webex Meetings and Spaces to enhance workflows. We can't wait to share more in this session.

webexone