

webexone²²

Agenda

Explore 40+ insightful sessions across eight different tracks that deep dive into hybrid work and the transformative power of customer experience.

2 Days

8 Tracks

40+ Sessions

October 20, 2022

Day 1: October 26

Opening Keynote

Welcome to the next chapter of hybrid work

10:30 AM CET – 12:15 PM CET

In this keynote, you’ll hear Cisco executives—including Jeetu Patel, EVP/GM of Security & Collaboration, and Javed Khan, SVP/GM, Collaboration—share about how Cisco's hybrid work solutions can help you adapt to dynamic conditions, a distributed workforce, and critical workflows that span your organization, customers, and partners. You'll discover innovations that enable frictionless collaboration; enhance employee well-being; build company culture; and create hybrid event experiences that audiences will never forget.

Key takeaways:

- Explore Cisco's hybrid work solutions for a distributed workforce: home, office, anywhere.
- Discover new interoperability and AI capabilities that enable frictionless collaboration anywhere.
- Learn about holistic solutions across collaboration software, devices, powerful networking, and security.

Speakers



Jeetu Patel
EVP & GM, Security & Collaboration, Cisco



Javed Khan
SVP & GM, Collaboration, Cisco



Aruna Ravichandran
SVP & CMO, Webex, Cisco



Jonathan Davidson
EVP & GM, Networking, Cisco



Sonu Arora
Director, Product Management, Calling, Cisco



Snorre Kjesbu
SVP & GM, Collaboration Devices, Cisco



Nikki Heyder
Director, Product & Growth, Vidcast, Cisco



Jeff Teper
President, Collaborative Apps & Platforms, Microsoft



Yarkin Sakucoglu
Sr. Director, Webex Events, Cisco



Rajeev Khanna
CIO, Aon



Kate Prouty
CIO, Akamai



Doug Winter
CEO, Seismic

Register Now



Suite

Drive better business outcomes with an inclusive, secure, and cost-effective collaboration and communication platform that enables flexible workstyles, frictionless workflows, and an empowered workforce.

12:20 PM CET – 12:40 PM CET


Go hybrid. Boost ROI.

See how Webex Suite delivers a cost-effective hybrid work solution for your business.


In this session, you'll learn how Webex Suite delivers an inclusive, secure, and easy-to-manage solution for your collaboration and communication needs while lowering your TCO and maximizing ROI. You'll hear from TalkingPointz's Dave Michels about the challenges businesses are facing with hybrid work and how Webex is best positioned to address those challenges.

Hybrid work is constantly evolving, so your business requires a solution that can keep up with all your collaboration and communication needs today, as well as anticipate and accommodate your needs tomorrow.

Speakers



Abhay Kulkarni
SVP & GM, Webex App,
Cisco Collaboration, Cisco



Dave Michels
Founder & Principal Analyst,
TalkingPointz

12:45 PM CET – 1:05 PM CET


Supercharge calling. Streamline your business. Drive growth.

Business is powered by connections. Webex Calling helps you build new connections with your customers.


Business communication is constantly evolving, and so are the expectations of your customers. More businesses are shifting their collaboration workloads from on-prem to the cloud, as they look for a more secure, reliable, and scalable communications infrastructure. This is a good thing: The cloud delivers the flexibility needed to support and simplify the "work from anywhere, on any device" promise.

In this session, you'll find out how to use Webex Calling to accelerate sales and support processes that will drive business growth. You'll also gain insight into how to manage all your collaboration services from one easy-to-use, single-pane-of-glass administrative dashboard. Plus, you'll hear from Cisco partner CDK Global on how they are innovating with Webex Calling to transform the automotive dealership industry. Are you ready?


Speakers




Amey Parandekar
Sr. Director, Webex Calling
Product Management, Cisco



Joe Bell
VP & GM, IT Solutions
Product & Technology,
CDK Global



Justin Jordan
Sr. Product Manager, Webex
Calling, Cisco



Sonu Arora
Director, Product
Management, Calling, Cisco

1:10 PM CET – 1:30 PM CET


Driving innovative hybrid work with McLaren Racing

Learn from McLaren's first-hand experience and get insights on empowering your workforce with flexible workstyles and frictionless workflows.


Hybrid work is constantly evolving, so your business requires a solution that can keep up with all your collaboration needs today as well as anticipate and accommodate what you'll need tomorrow.

In this session, you'll learn how Webex delivers an inclusive, flexible, and frictionless collaboration experience for your hybrid workforce. You'll also get the chance to hear from Ed Green, CTO of McLaren Racing, about how they're reimagining workspaces, enabling employees to work from anywhere, and engaging with their fans via Webex.


Speakers



Edward Green
Commercial Technology
Lead, McLaren Racing



Phil Polishuk
Sr. Product Manager,
Webex Meetings, Cisco



Shilpi Sneha
Product Marketing Manager,
Webex Meetings, Cisco

1:35 PM CET – 1:55 PM CET

T-Mobile dials up meeting engagement with Slido polling


Hear how T-Mobile is making employees feel engaged, heard, and included during meetings.

In this session, you'll learn how to enhance meetings by making them more inclusive and transparent with the improved Slido polling integration in Webex Meetings and Webinars. We'll share some of our customers' favorite tips and best practices so you can start using Slido and Q&A right away.


You'll also hear from T-Mobile's Sr. CX Manager Arlen Love on how they're using Slido to enable subject matter experts to provide real-time answers as well as capture feedback from the audience to improve future meetings.

With the workforce distributed between homes, cafes, offices, and multiple time zones, meetings are often the most essential place to foster company culture. However, managers and leaders tend to undervalue the impact of thoughtful meetings that promote true engagement and connection. It's time to change that—and transform meetings for the better.

Speakers



Arlen Love
Sr. Customer Experience
Manager, T-Mobile



Jamie Hamilton
Customer Success Manager,
Slido, Cisco

2:00 PM CET – 2:20 PM CET

Economizing time: Your day without back-to-back meetings


Broadridge Financial Solutions shares insights on freeing up your calendar with Vidcast's asynchronous video collaboration tools.

In this session, you'll learn how Vidcast can help you regain control over your calendar and get time back in your day. We'll walk through how our customers are using asynchronous video for executive comms, demos, training, onboarding, and troubleshooting, as well as best practices to help you get the most out of Vidcast from day one.


You'll also get to hear from Broadridge's Sr. Unified Communications Manager Jonathan Belfiore about how they're taking advantage of Vidcast for training, employee onboarding, and internal communications.

Let's ditch back-to-back meetings and make good on hybrid work's promise of increased flexibility and improved employee well-being. Join us to explore how asynchronous video can help your distributed teams collaborate more effectively.

Speakers



Hannah Berke
Customer Success Lead,
Vidcast, Cisco



Jonathan Belfiore
Sr. Unified Communications
Engineer, Broadridge



Platform

Discover how you can make work-from-anywhere better for all workstyles while enabling innovation and managing collaboration with ease.

12:20 PM CET – 12:40 PM CET

Build a limitless collaboration ecosystem

Accelerate what’s possible in hybrid work with the Webex Platform.

The adoption of hybrid work has accelerated at an unprecedented rate over the past two years, and so have the benefits of the Webex Platform. Today, Webex offers thousands of hybrid-enhancing features and integrations, along with many new services. We now offer new ways to make work-from-anywhere even easier for a diverse set of users and IT administrators. Hear how the highly extensible Webex Platform—designed with security, privacy, and compliance in mind—is powering possible in entirely new ways.

Speakers



Anurag Dhingra
VP & CTO,
Cisco Collaboration



Jono Luk
VP, Product Management,
Contact Center, Security &
Management, Cisco



Zeus Kerravala
Founder & Principal Analyst,
ZK Research

12:45 PM CET – 1:05 PM CET

Making the IT admin’s life easier

Learn how Control Hub transforms the IT admin experience for customers like Deutsche Telekom and gets you more for your collaboration spend.

Calling all IT admins!

The ability to monitor and support a distributed workforce is critical to collaboration in a hybrid world. Webex is reimagining the IT administration experience in Control Hub to offer more ease and automation, while providing tools and features to increase adoption and help you get more out of your collaboration spend.

In this session, you’ll learn how to better manage individual users and groups and keep track of collaboration goals across your organization. You’ll also hear from Deutsche Telekom about their experience utilizing Control Hub to manage their hybrid work solutions.

Speakers



Emmy Chen
Product Marketing Manager,
Cisco



Nirav Chanchani
Director, Product
Management, Cisco



Sebastian Leuser
Solution Architect,
Deutsche Telekom

1:10 PM CET – 1:30 PM CET

Hybrid tools tailored for every workstyle

Learn how to customize collaboration for your hybrid workforce with the Webex Platform.

Webex APIs, bots, widgets, and SDKs create truly personalized hybrid collaboration experiences. In this session, you’ll hear directly from customers like The Stony Brook School and Mexican port operator Contecon Manzanillo about their experience with some of these tools.

We’re two years into mass adoption of hybrid work and it’s clear that the workforce has not only evolved in terms of where they work, but also how they work. There are now as many unique workstyles as there are types of workers. How can organizations effectively accommodate them all?

Join us to learn how the Webex Platform empowers organizations to increase productivity and strengthen their employer brand through customization. We’ll explore how Webex apps and integrations offer workflows for all types of workers.

Speakers



Devin De Frisco
Director, Technology,
The Stony Brook School



Jason Copeland
VP, Product, Webex Platform
& Verticals, Cisco



Martin Orozco
CIO, Contecon Manzanillo

1:35 PM CET – 1:55 PM CET

Enterprise-grade workflows built for your hybrid work needs

Save time and do more. Learn about leveraging your favorite collaboration tools inside Webex, or in other enterprise applications.

Today’s hybrid worker uses a variety of tools and applications to collaborate and get work done—and they expect everything to work together seamlessly on whatever device they’re using. That’s why Webex offers interoperability with other apps powering your enterprise, like Microsoft, Google, and Slack.

Join us to learn how the most in-demand enterprise tools are seamlessly at work within the Webex Platform and hear how customers like T-Mobile count on Webex interoperability to increase productivity.

Speakers



Carson Cook
Systems Reliability Engineer,
T-Mobile



Jessica Knieff
Manager, Product Marketing,
Cisco



Travis Pouliot
Leader, Business
Development, Cisco

2:00 PM CET – 2:20 PM CET

Webex beyond business: Solutions for government, defense, healthcare, and more

Learn how Webex public sector solutions drive innovation while keeping collaboration compliant.

Public sector organizations face unique challenges when it comes to hybrid collaboration. Ever-changing regulatory landscapes. Huge data privacy requirements. Demands for flexible and highly reliable communication. And they need to find ways to do more with less while innovating to accommodate growing expectations.

Join us to hear how Webex is helping public sector organizations—including the City of Sioux Falls in South Dakota, One World Surgery, and the Norwegian Health Network—take collaboration and communication to the next level with a unique set of capabilities for government, defense, healthcare, and cities.

Speakers



Kedar Ganta
Director, Global Growth
Verticals, Cisco



Dr. Peter Daly
Orthopedic Surgeon,
One World Surgery



Rahul Dubey
Director, Product
Management, Global Market
Access, Cisco



Richard Weelborg
CTO, City of Sioux Falls

2:00 PM CET – 2:20 PM CET

Empower your sales team with hybrid-era tools

Explore sales enablement on the Webex Platform with Seismic.

The rise of hybrid work has fundamentally changed how sales teams conduct business, creating a need for new digital sales enablement tools.

Join us to learn how the Webex Platform supports an anytime, anywhere model for sales. You’ll hear from Webex partner Seismic about how they’re developing an integration to intuitively and intelligently provide sales enablement content to sales teams right within Webex Meetings. You’ll walk away from this session prepared to deliver outstanding experiences for potential customers before, during, and after your sales meetings.

Speakers



Anthony Russo
Sr. Director, Product
Marketing, Seismic



Mithun Bahpana
Sr. Manager,
Product, Cisco



Cisco Solutions

Learn how Webex and Cisco meet unique business challenges in the hybrid work era by combining industry knowledge and leadership with products that deliver innovative solutions.

12:20 PM CET – 12:40 PM CET

Cisco and the evolution of hybrid work

Here at Cisco, we’re our own client. Here’s our hybrid work story.

At Cisco, we practice what we preach. We’ve gone all in on hybrid work and have learned some important lessons along the way. Hear Cisco IT leader Kieran Higgins discuss our own hybrid work journey, sharing key insights and learnings. He'll reveal some of the challenges we encountered and how we leveraged the best of Cisco’s portfolio to give our teams great experiences whether they’re working from home; in the office; or collaborating with a hybrid, highly distributed team. Kieran will also highlight Cisco solutions in action at our marquee Cisco Experience Center at our PENN1 office in New York.

Speakers



Jono Luk
VP, Product Management,
Contact Center, Security &
Management, Cisco



Kieran Higgins
Director, Digital Workplace
Collaboration Experience,
Cisco

12:45 PM CET – 1:05 PM CET

Power efficient workspaces with data

Drive hybrid work outcomes with data from your Cisco network with Cisco Spaces.

In this session, Lucas Hanson speaks about how Cisco Spaces enables modern enterprises to make their buildings smart.

Learn how Cisco Spaces leverages the power of Webex, Catalyst, and Meraki to deliver hybrid work outcomes. See a live demo of a smart workspace in action. We'll cover the basics of Cisco Spaces and dive into the digital signage experience, rich maps, and outcomes related to facilities manager pain points such as workspace occupancy, building environmental monitoring, and sensor deployment. We'll also demo the new Webex Control Hub integration and discuss how we leverage devices to create safer, smarter, sustainable workspaces. As a bonus, hear David Arnold from the University of Wollongong share how they leverage Cisco Spaces in their work environment.

Speakers



David Arnold
Solution Architect, University
of Wollongong



Lucas Hanson
Director, Cisco Spaces
Product Management, Cisco

1:10 PM CET – 1:30 PM CET

Identifying problems before they’re problems

See how proactive insights from ThousandEyes enable you to troubleshoot network issues that impact digital experiences at scale.

With the popularity of hybrid work, employees are used to accessing cloud-hosted apps and services online or over a VPN to accomplish daily activities.

This puts the internet at the center of their digital experiences, and when issues arise, the IT team’s lack of visibility makes it hard to troubleshoot. In this session, we'll share how ThousandEyes’ internet and cloud intelligence technology helps companies rapidly diagnose and fix issues, ensuring employees enjoy optimum experiences and stay productive.

Speakers



Mohit Lad
VP & GM, Cofounder & CEO
of ThousandEyes



Niraj Gopal
Head, Product Management,
Webex Platform, Cisco

1:35 PM CET – 1:55 PM CET

Enabling seamless hybrid work with Webex + Meraki + ThousandEyes

There’s no way around it: Hybrid work adds complexity. Webex, Meraki, and ThousandEyes make managing hybrid work simple and safe.

Hybrid collaboration offers many benefits, but also brings new complexities, with increased requirements for bandwidth, connectivity, application uptime, and access. Plus, you have to troubleshoot hundreds (or thousands) of sites at a moment’s notice. Learn how Webex, Meraki, and ThousandEyes together enable seamless, best-in-class hybrid work collaboration with industry-leading security, performance, and simplicity.

Speaker



Pratik Desai
Product Marketing Manager,
Cisco Meraki, Cisco

2:00 PM CET – 2:20 PM CET

Security built-in, not bolted on

You can’t have hybrid work without ironclad security.

Security is a critical foundation for successful collaboration in a hybrid world. Threats continually evolve and so must security solutions. Webex offers the most complete set of tools to help reduce risk and ensure compliance across the entire collaboration ecosystem, protecting users, content, applications, and devices—and we’re constantly innovating to offer unique solutions to new security challenges.

Come learn about what's new in Webex security and why we’re touted as “most secure” by industry analysts. Plus, hear from Janaki Rao, CTO of Premier America Credit Union, about how Cisco and Webex have fueled digital transformation for his organization.

Speakers



Janaki Rao
CTO, Premier America
Credit Union



Niraj Gopal
Head, Product Management,
Webex Platform, Cisco



Raj Kumar
Director, Product
Management, Webex
Security & Compliance,
Cisco



Sorell Slaymaker
Principal Consulting Analyst,
TechVision Research



Devices

Rethink the workspace experience and enable engaging work from anywhere. Unleash the potential of teams with innovative devices that support employee well-being and inclusive collaboration on any platform.

12:20 PM CET – 12:40 PM CET

Make HQ worth the commute

Hear how Allianz has enabled inclusive hybrid work with Webex and Cisco devices.

Hybrid work doesn’t just make remote work more productive: It can do wonders back at the office. With more expressive and engaging video conferencing and whiteboarding tools and personalized shared spaces, office work can be richer, more focused, and more rewarding.

In this session, we’ll explore how the right collaboration devices can transform your office and the hybrid work experience. You’ll also hear from Allianz about their experience enabling inclusive hybrid work with Webex and Cisco devices.

Speakers



Snorre Kjesbu
SVP & GM, Collaboration Devices, Cisco



Dominique Bourdon
Global Head, AGN Service Management, Allianz Technology

12:45 PM CET – 1:05 PM CET

Cisco devices for Microsoft Teams

Enjoy unparalleled Microsoft Teams + Webex experiences across all your hybrid workspaces.

85% of IT managers tell us they support two or more meeting platforms. Cisco collaboration devices are a comprehensive solution for all your workspaces. They’re optimized for the Webex Suite, while also providing interoperability with other meeting services such as Google, Zoom, and Microsoft. Join this session to learn about a new option for our video collaboration devices. Coming soon, a selection of our Room, Board, and Desk Series devices will be certified for Microsoft Teams. Plus, you’ll still get fully featured Webex Meetings and Webinars with no reboot or reconfiguration required.

Unlike other Microsoft Teams Rooms, you’ll be able to take advantage of the stunning design, amazing video quality, built-in device intelligence, and enhanced workspace management features that have made Cisco the leader in video conferencing systems. You’ll also hear about a range of Cisco peripherals that will be Microsoft Teams certified.

Speakers



Espen Løberg
VP, Product Management, Cisco



Richard Bayes
Director, Product Management, Cisco



Niklas Mortensen
Managing Director, Designit



Ilya Bukshteyn
VP, Microsoft Teams Calling & Devices, Microsoft

1:10 PM CET – 1:30 PM CET

The right device for every workspace

Learn how our devices are designed to help users stay engaged and productive.

With work happening anywhere, you need devices that take the strain out of all-day meetings; reduce fatigue; and provide high-quality, authentic interactions whether people are working from home or in the office.

Join this session to learn more about hybrid work challenges and hear from Frost & Sullivan on what their clients are experiencing, and how smart desk devices can help.

Speakers



Gavin Ivester
Director, Industrial & UX Design, Webex Devices, Cisco



Roopam Jain
VP, Research, Connected Work, Frost & Sullivan

1:35 PM CET – 1:55 PM CET

Power hybrid work, sustainably

Achieve your sustainability goals with smart hybrid workspaces.

In this session, our customer ASHRAE will describe how a Cisco Smart Building with Cisco devices is helping them achieve their sustainability goals.

By the end of the session, you’ll understand how workspace design can enable IT, HR, Real Estate, and Facilities teams to meet environmental, social, and governance goals. You’ll also discover workspace technology that helps optimize your work environment and enhance employee well-being.

Speakers



Mary de Wysocki
VP & Chief Sustainability Officer, Cisco



Marte Sannesmoen
Product Marketing Manager, Webex Devices, Cisco



Chris Bottger
Workplace Experience Leader, Cisco



Ginger Scoggins
Fellow & President-Elect, ASHRAE

2:00 PM CET – 2:20 PM CET

Single-pane-of-glass. Device management made simple.

Streamline device and workspace management with Control Hub.

This session is a can’t-miss for those who want to simplify IT management and gain insights into every workspace. Learn how Cisco devices and Control Hub form the dream combo: collaboration tools that work great in any location, managed by a single pane of glass.

Need to perform an update? It’s incredibly smooth. Troubleshooting with hybrid teams? Undeniably simpler. And, with detailed analytics into device performance, leaders can make informed decisions when it comes to workspace investment.

In this session, you’ll also learn how the University of Wollongong is using Control Hub to manage their workspaces and realize efficiency gains.

Speakers



Odd Arild Skaflestad
Director, Product Management, Cisco



Amy Watanabe
Engineering Product Manager, Cisco



David Arnold
Solution Architect, University of Wollongong



Events

Create meaningful audience interactions with digital-forward virtual, in-person, and hybrid events.

12:20 PM CET – 12:40 PM CET

Modernize your events. Grow your audience.

Connect event strategies across your business to deliver better attendee experiences and expand your reach.

Events work. They help build brand awareness, drive customer loyalty, and connect audiences around the world. But in this new hybrid world of work and communications, it’s essential to plan and optimize for both in-person and virtual experiences.

In this session, we’ll show you how to prepare for the complexities of events at any scale—from simple webinars to matrixed, multi-track hybrid events. You’ll also hear from customer Phillips 66 about their path to more modern communications.

Speakers



Cheryl Couris
Director, User Experience Engineering, Cisco



Leonard Chung
Sr. Director, Webex Events, Cisco

12:45 PM CET – 1:05 PM CET

Tailored for success. Finding the right event solution.

Webex Webinars or Webex Events? Learn how to select the right tools to shape your next virtual or in-person event.

Not every event is the same—at least they shouldn’t be. In this session, we’ll compare Webex Webinars and Webex Events and outline how your organization can deliver impactful webinars and events designed to connect employees, customers, and partners.

Join us to explore how use cases, capability requirements, and engagement needs can help inform tool selection for your next event.

Speakers



Christina Torok
Leader, Product Marketing, Cisco



Kristin Lewis
Sr. Director, Programs, World Trade Center Institute

1:10 PM CET – 1:30 PM CET

How to produce a must-see event

Discover the key to creating unforgettable event experiences.

In this session, you’ll learn how to make your next webinar or event one that your audience loves. You’ll also hear from Meeting Professionals International about key imperatives for crafting successful events.

Deliver polished, engaging content and high-quality virtual experiences during your next webinar, company all-hands, or conference. Get tips on how to leverage the built-in production, content management, and attendee engagement tools that Webex offers to make every event memorable.

Speakers



Kara Gladish
Leader, Customer Experience, Webex Events, Cisco



Nancy Snowden
Lead Manager, Educational Experiences, Meeting Professionals International



Si Meng
Product Manager, Webex Webinars, Cisco

1:35 PM CET – 1:55 PM CET

Centrally managed. Enterprise ready.

Get the scoop on flexible and secure event management.

Organizations rely on events to engage with customers, train employees, and drive business forward—but many organizations struggle to manage event applications across marketing, HR, operations, and other lines of business.

Join us to learn how IT teams can support end-to-end technology with secure data management, improved engagement, and an event platform that gives stakeholders the tools required for any event type.

In this session, you’ll also hear from Overhead Door about how they are building their approach to digital event transformation.

Speakers



Ian McGuigan
Leader, Product Management, Webex Events, Cisco



Larry Freed
CIO, Overhead Door Corporation

2:00 PM CET – 2:20 PM CET

Discover the evolution of events

Explore the evolution of events, current trends, and how to plan for the future.

Join Webex and Forrester Research as we explore the evolved events market and how to plan for the future.

Over the past two years, the events industry has seen a lot of change. Attendee expectations have shifted, businesses are working with smaller event budgets, and people have become more selective about travel. In this new climate, event organizers have the opportunity to create more sustainable event strategies and personalized attendee experiences, and to better connect with audiences across the globe.

Speakers



Andrew Pearson
CMO, Webex Events, Cisco



Conrad Mills
Principal Analyst, Forrester



Adoption Success

Explore user-led Webex adoption strategies that will help you unlock the full value of your collaboration solution.

12:20 PM CET – 12:40 PM CET

The true gains of collaboration

Discover how FinTech leader Broadridge optimized its collaboration environment for hybrid work.

Hear how Broadridge, a global FinTech leader, is optimizing its collaboration environment and implementing a hybrid work strategy. See how they’re leveraging Webex devices and the Webex Suite with over 14,000 users in 40+ locations to take hybrid collaboration to the next level.

Speaker



Gaurav Verma
VP, Customer Success,
Cisco

12:45 PM CET – 1:05 PM CET

Boost business outcomes with Webex

Employ a hybrid work strategy tailored for your business goals.

Ensure your hybrid work strategy delivers on the goals of your business.

In this session, we'll show how to leverage the Webex Customer Success Guide to maximize your investment and transform your business. We'll demonstrate how to create a comprehensive adoption strategy, following our proven methodology, and share customer stories for you to learn from. Expect to walk away with an understanding of how to deploy and adopt any product or feature within the Webex portfolio. We'll also coach you on how to measure Webex ROI and translate that into revenue or cost savings that impact your business' bottom line.

Speakers



Caroline Stroud
Leader, Journey
Development, Cisco



Mack Loyd
Customer Success Manager,
Cisco

1:10 PM CET – 1:30 PM CET

Insider’s guide to Webex adoption

Best practices for rolling out Webex and accessing its full potential.

It's time to simplify adoption for all. In this session, you'll learn about how our Customer and Partner Success Managers can provide guidance—including onboarding support, in-product coaching, and training—as you successfully roll out Webex and unlock its full potential. Plus, access our free digital content and on-demand resources that will help you create a hybrid work strategy that fits your company’s unique priorities.

Speaker



Gaurav Verma
VP, Customer Success,
Cisco

1:35 PM CET – 1:55 PM CET

Win with webinars

Learn how to prepare, orchestrate, and deliver seamless webinar experiences.

Webinars offer inclusive, accessible experiences for attendees and they can also be great for your budget. However, these virtual gatherings are becoming increasingly sophisticated, and you'll need thoughtful preparation to make sure your event stands out. Covering everything from day-of coordination to technical requirements and more, this session goes behind the scenes to give you strategies for planning webinars at scale.

Speakers



Aaron Oden
Technical Marketing
Engineer, Cisco



Kara Barclay
Technical Marketing
Engineer, Webex Production
Services, Cisco

2:00 PM CET – 2:20 PM CET

Level up your hybrid workflows

Harness the power of Webex Calling and Meetings by integrating with our modern APIs.

You need the right tools to deliver seamless collaboration that works for every user. Learn how Webex APIs give you easy access to the Webex Platform to build powerful Integrations that automate the Webex Calling and Meetings experience, helping to strengthen Webex adoption across your company. Discover what APIs are available in Webex Calling and Meetings and how they can be applied. Learn from others as we dive into real-world use cases and the art of the possible.

Speakers



Phil Bellanti
Senior Webex Developer
Evangelist, Cisco



Ralf Schiffert
Engineering Product
Manager, Cisco

Closing Keynote

Working it! A conversation with Adam Grant

2:25 PM CET – 3:00 PM CET

An organizational psychologist, a technologist, and a people officer weigh in on building a better work life.

Monday dread: who hasn’t felt it? Whether it’s the commute, tasks, environment, colleagues, or managers, some days you just want to stay in bed. Can this change?

From hybrid work and technology to workplace design and organizational culture, now is the time for us to rethink our approach and challenge our assumptions so we can build a better world of work for all.

Join us for an important conversation about the future of work and the office. Adam Grant, organizational psychologist and #1 NYT bestselling author, sits down with Cisco's Fran Katsoudas, EVP and Chief People, Policy & Purpose Officer, and Jeetu Patel, EVP and General Manager at Cisco, to discuss the science of how to make work not suck and how to create a thriving work life.

Speakers



Adam Grant
Organizational Psychologist
& Bestselling Author



Francine Katsoudas
EVP and Chief People, Policy
& Purpose Officer, Cisco



Jeetu Patel
EVP & GM, Security &
Collaboration, Cisco

Day 2: October 27

Opening Keynote

Reimagining customer experience

10:30 AM CET – 11:40 AM CET

Consumer and end-user expectations for "instant and on-demand" have set a new bar for customer experience teams. The mandate on CX teams remains unchanged: Maximize happiness. Minimize cost. But the accelerated adoption of digital channels is pushing organizations to reimagine their CX strategies.

In this keynote, Webex leaders will examine the new demands on customer experience teams. They will share insights on how to balance near-term needs with strategic imperatives for CX evolution—and in the process, look across the entire customer journey to identify ways to improve experiences for every unique interaction. Most importantly, this session will be an opportunity to learn how to leverage the full power of Webex to deliver the most value to your customers, your agents, and your business. As part of this session, you will hear real-world stories from some of our most valued customers, along with insights from key industry experts. We welcome you to listen, learn, and reimagine your customer experience with Webex.

Speakers



Javed Khan
SVP & GM,
Collaboration, Cisco



Jono Luk
VP, Product Management,
Contact Center, Security &
Management, Cisco



Zack Taylor
Sr. Director, Strategic
Communications,
Collaboration, Cisco



Lorrissa Horton
SVP & GM, Calling &
Contact Center, Cisco



Sudarshan Dharmapuri
VP, Product Management,
CPaaS Solutions, Cisco



Sheila McGee-Smith
Founder & Principal Analyst,
McGee-Smith Analytics



Geoff Huang
VP, Collaboration Products &
Solutions Marketing, Cisco



Courtenay Godshall
Leader, Product Marketing,
Contact Center, Cisco



Zeus Kerravala
Founder & Principal Analyst,
ZK Research

Register Now



Contact Center

Learn how to create memorable customer experiences with proactive, intelligent, and hyper-personalized engagement.

11:45 AM CET – 12:05 PM CET

Delight, on demand

Giving customers what they want, when they want it, is powerful. Find out how to surprise and delight in a digital-first world.

In this session, you’ll get a glimpse into how businesses can deliver contextual, personalized customer journeys via the right channel, using the right resource, to address the right customer need, every time.

Customers are on your side. Really. They want things to work. They want to be delighted by their experience with you and your brand—not only while interacting with your contact center team, but also before they get there and after they leave. Customers want to be heard. They want to engage on their own terms on any mode of communication. Sometimes they’re happy with self-service; sometimes they need to connect with a person. They love it when you can anticipate issues and proactively reach out to them. This is the future of customer experience.

Speaker



Jono Luk
VP, Product Management,
Contact Center, Security &
Management, Cisco

12:10 PM CET – 12:30 PM CET

Your ultimate customer experience toolbox

Learn how to empower agents to create personalized customer connections with Webex Contact Center.

In this session, you’ll see how Webex Contact Center empowered First Horizon Bank with tools to create memorable customer engagement while enhancing agent wellness and empowering supervisors.

Customer experience (CX) is fast becoming the top competitive differentiator in the marketplace—outweighing brand, product quality, and sometimes even price. As customer expectations evolve, the businesses that harness the right technology to enable superior experiences for their customers will be the ones that thrive.

Speakers



Carlos Guadamuz
Business Development
Manager, Webex Customer
Experience, Cisco



Padmini Krishnan
Product Manager, Webex
Contact Center, Cisco

12:35 PM CET – 12:55 PM CET

Contact Center success stories

Learn how our customers like Broadcom and First Horizon Bank have elevated their customer experiences with Webex Contact Center.

Over the past three years, organizations have raced to keep up with significant changes to business operations and work environments. These advancements forced companies to embrace innovation and accelerate their digital transformations.

For many customers, Webex Contact Center was a key piece of this massive shift. It allowed them to deliver a more modern and personalized customer experience. Join this session to hear about businesses like Broadcom and First Horizon Bank that utilized Webex Contact Center to meet challenges and set new standards.

Speakers



Jason O'Dell
VP, Voice Services,
First Horizon Bank



Stanley Toh
Head, Enterprise End-user
Services & Experience,
Broadcom



Zack Taylor
Sr. Director, Strategic
Communications,
Collaboration, Cisco

1:00 PM CET – 1:20 PM CET

Make agents super with the power of AI

Transform your customer experiences with an intelligent contact center.

Good customer experience depends on the agents who are working behind the scenes. With better tools and more accessible data, agents become more empowered to deliver interactions that leave customers happy and satisfied. Join this session to learn how to transform your contact center with AI-powered features that can improve the efficiency of both agents and supervisors.

Speakers



Chris Rowen
VP, Engineering, Cisco



Jim Lundy
Founder, CEO, & Lead
Analyst, Aragon Research



Padmini Krishnan
Product Manager, Webex
Contact Center, Cisco

1:25 PM CET – 1:45 PM CET

One customer platform. Limitless solutions.

Unleash the full power of Webex for the best customer experience.

In this session, we’ll explore the benefits of bringing together the full power of Cisco, Webex, and over twenty years of contact center industry experience.

Tune in to learn more about how partnering with a single vendor for your business needs can ultimately create the best customer experience. You’ll also hear how Premier America Credit Union used Webex to raise their customer experience game.

Speakers



Janaki Rao
CTO, Premier America Credit
Union



Jono Luk
VP, Product Management,
Contact Center, Security &
Management, Cisco



Maribel Lopez
Founder & Principal Analyst,
Lopez Research



CPaaS

Manage customer interactions at scale across multiple communication channels to deliver seamless end-to-end customer journeys.

11:45 AM CET – 12:05 PM CET

Smart platform. Great customer experience.

How to harness the power of a cloud communications platform for your business and deliver a great customer experience.

In this session, you'll learn how a centralized cloud communications platform can deliver smarter, digital-first customer interactions; support the composable enterprise; and improve innovation by simplifying CX development within IT and line of business teams.

Great customer experience (CX) is essential for growth: Consumers rank CX equal to price in importance when it comes to being a repeat customer. This emphasis on CX translates to increasing pressure on IT. Cloud Communications Platform as a Service (CPaaS) is a proven way to successfully accelerate digital transformation and drive omnichannel communications to deliver end-to-end customer journeys.

Speakers



Sudarshan Dharmapuri
VP, Product Management,
CPaaS Solutions, Cisco



Robin Gareiss
CEO & Principal Analyst,
Metrigy

12:10 PM CET – 12:30 PM CET

CPaaS: The true ROI

Prove the return on investment and increased customer engagement from smarter interactions.

Learn how a Cloud Communications Platform as a Service (CPaaS) and digital messaging channels can drive ROI by increasing customer engagement, driving revenue growth and operational efficiencies, and reducing costs.

The CPaaS market is rapidly growing as businesses realize they need to invest in a centralized platform to successfully manage their interactions with customers across multiple channels. However, with competing priorities for spend, IT and CX transformation leaders are often challenged with proving the ROI to justify this investment.

Speakers



Charlotte Jewsbury
Director, Marketing, Webex
CPaaS Solutions, Cisco



Ramy Riad
Head, Future Messaging,
Cisco

12:35 PM CET – 12:55 PM CET

Unlock customer delight

How large enterprises like BT Consumer use CPaaS to gain loyalty and power superior customer experiences.

In this session, you'll find out how BT Consumer, the UK's largest provider of consumer mobile and fixed broadband communications services, uses CPaaS to create superior customer experiences and improved business outcomes.

All organizations face unique challenges while trying to acquire, engage, and retain customers within difficult market conditions. Identifying an advantage over the competition can go a long way in creating customer loyalty.

Going forward, enterprises should make investments to ensure their customer experience is a competitive differentiator.

Speakers



Jay Patel
VP & GM, Webex CPaaS
Solutions, Cisco



Peter Mather
CRM Principal,
BT Consumer

1:00 PM CET – 1:20 PM CET

Future-proof your customer connection

Engage your customers by giving them the digital channels they expect.

Customer expectations are ever evolving, and they want to interact with businesses on the channels they most commonly use.

In this session, our industry experts will talk about how customers are utilizing digital channels to better connect with their customers and build relationships.

Join us to learn about how digital messaging channels enable rich, personalized interactions that can futureproof your business in the rapidly changing communication landscape.

Speakers



Ramy Riad
Head, Future Messaging,
Cisco



Craig Lennon
Partnerships Lead, Business
Communications &
Infrastructure, Google

1:25 PM CET – 1:45 PM CET

Your customers want choices. We can help.

Transform your business communications by automating customer journeys with CPaaS.

As businesses face the challenge of providing automated customer journeys to deliver rich, personalized experiences, the solution of choice is Communications Platform as a Service (CPaaS).

With CPaaS, organizations can transform business communications across all channels that customers expect and integrate them with existing business systems.

Join this session to learn how companies are realizing operational and cost efficiencies while also leveraging the real-time integration capabilities, low-code tools, and programmable APIs of CPaaS to give customers the proactive, automated, and personal interactions that they crave.

Speaker



David Jennings
Head, Global Sales
Engineering, Cisco

Closing Keynote

Creating delightful fan experiences in a hybrid world

1:50 PM CET – 2:10 PM CET

Formula 1 racing is the ultimate collaboration experience, requiring teams to design, build, and ready the car for race day. And then there are the fans—the lifeblood of the organization. When McLaren Racing needed to keep everyone connected in a hybrid world, they turned to Webex for help. Now, they count on Webex to deliver secure collaboration that keeps pace with their rapid innovation—and brings their fans along for the ride.

In this keynote talk, Zak Brown, CEO of McLaren Racing, and Aruna Ravichandran, SVP & CMO of Webex, chat about how fan experiences have changed and why it's more important than ever to give fans a front row seat for the racing experience—regardless of where they are in the world. They'll also be joined by McLaren Racing drivers Lando Norris and Daniel Ricciardo to take audience questions.

Speakers



Aruna Ravichandran
SVP & CMO,
Webex, Cisco



Zak Brown
CEO,
McLaren Racing



Lando Norris
Driver,
McLaren Racing



Daniel Ricciardo
Driver,
McLaren Racing