

AGENDA

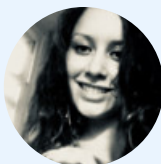
Enhancing Customer Experience Through Generative AI: Transformative
Strategies for Modern Marketers

Executive Dinner

SPEAKERS



Sandeep Kapoor
Director of Marketing
Keysight
Technologies



Priscilla Ledesma
Director
Braven



Steve Choi
Director, Digital
Marketing & Product
Owner
Prudential Insurance



Dhoulglas Carvalho
VP, Global Market
Data, Analytics &
Research Technology
Bank of America



Paulina Yick
Global portfolio
marketing director
Experian

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**ENHANCING CUSTOMER EXPERIENCE
THROUGH GENERATIVE AI:
TRANSFORMATIVE STRATEGIES FOR
MODERN MARKETERS**



October 02, 2024

5:30 PM-9:00 PM

Eastern Time

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

