C VISION INTERNATIONAL

AGENDA

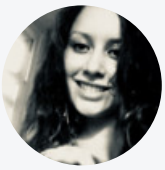
Enhancing Customer Experience Through Generative AI: Transformative Strategies for Modern Marketers

Executive Dinner

SPEAKERS



Sandeep Kapoor
Director Demand & Channel Marketing
Keysight Technologies Inc.



Priscilla Ledesma
Director of Procurement
Braven



Steve Choi
Director Product Digital Marketing
Prudential plc



Dhouglas Carvalho
VP Delivery Lead - Horizontal Portfolio Governance
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

