

AGENDA

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

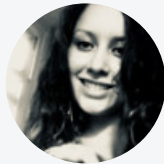
Executive Dinner

SPEAKERS



Sandeep Kapoor

Director Demand &
Channel Marketing
Keysight
Technologies Inc.



Priscilla Ledesma

Director of
Procurement
Braven



Steve Choi

Director Product
Digital Marketing
Prudential plc



Dhoulas 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

