TECH WEEK 2023

CX Summit 2023: Navigating the Future of Modern Customer Experience

Come join the top Customer Experience (CX) leaders, technologists, and brands that are at the forefront of revolutionizing the CX industry. This inaugural event marks the beginning of a series of CX events that offer a deep dive into the latest trends, technologies, and strategies reshaping the way businesses engage with their customers.

Join us on Oct 16, 2023 (Monday)

from 3 PM - 7PM

- Official Website : https://moderncx.ai

- Register for Event : https://lu.ma/cxsummit

CX Summit 2023 Organized By

bakstage

Agenda

3:00 PM - 3:30 PM: Registration & Networking
• Attendees can network with peers, speakers, and sponsors over drinks and light snacks.

3:30 PM - 4:15 PM: Tech Enabled CX Strategies & Design : AI, Data & Omnichannel Experiences – Moderated by Preet Raj
• Experts discuss the role of AI, data analytics, UI/UX, omnichannel experiences and emerging tech in shaping modern CX.

4:30 PM - 5:15 PM: Human Centered CX And The Role of AI – Moderated by Renee Leibler
• A conversation between CX visionaries and AI experts on CX with a human touch.

5:30 PM - 6:15 PM: How Amazing CX Can Help You Grow in 2023 – Moderated by William Reinisch
• CX leaders, Investors and Growth Experts from innovative brands share their experiences, challenges, and strategies for growth.

6:15 PM - 6:30 PM: Closing Remarks
• Recap of the day's insights and closing remarks.

6:30 PM - 7:00 PM: Networking Reception
• Final Opportunity for networking and discussion.

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SF MAY 30 - JUN 04   **LA** JUN 05 - JUN 11   **NY** OCT 16 - OCT 22   TECH-WEEK.COM

Facts About Tech Week

SF/LA Tech Week - 30ᵗʰ May – 4ᵗʰ June & 5ᵗʰ Jun – 11ᵗʰ Jun 2023
- Over 30,000 people registered
- 550+ events

NY Tech Week – 16ᵗʰ Oct – 22 Oct 2023

Who runs Tech Week?
Tech Week is presented by a16z but is ultimately made possible by all the event hosts from across the industry who participate. The Tech Week team's role is to streamline the process of creating events and driving event visibility to make each week as successful as possible.

What is the best way to participate in Tech Week?
The best way to participate is to host an event! Hosting an event during the Tech Week dates is a great way to get exposure for your brand and directly connect with the Tech Week audience. We will list all approved events on the master calendar of events and drive visibility.

Join hands with Bakstage team to take over NYC Tech Week!
Contact: preet@bakstage.ai

Tech Week Organizers

andreessen. horowitz   PACIFIC WESTERN BANK   **FENWICK**   ◻ CAPITAL

Sponsorship Gold Package - $2,500

• Be part of exclusive panels discussing the future of CX and represent your organization

• 10 mins dedicated stage time to address the audience about your brand's mission

• A key interview in the Modern CX event podcast streamed on ModernCX.ai and social channels

• Dedicated listing on event website with CTA, brand logo and description that lives forever

• Guest blog post about the speaker and the brand on event website that lives forever

• Networking with industry experts, potential clients, and partners

• Kiosk to showcase your brand, products, and services to a diverse and engaged audience

• Network with industry experts, potential clients, and partners

• Brand logo and social media handles on event slides and decks

• 10 social media posts to promote your brand and speaker before the event

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Sponsorship Silver Package - $1,250

• A key interview in the Modern CX event podcast streamed on ModernCX.ai and social channels

• Dedicated listing on event website with CTA, brand logo and description that lives forever

• Guest blog post about the speaker and the brand on event website that lives forever

• Kiosk to showcase your brand, products, and services to a diverse and engaged audience

• Networking with industry experts, potential clients, and partners

• Network with industry experts, potential clients, and partners

• Brand logo and social media handles on event slides and decks

• 5 social media posts to promote your brand and speaker before the event

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Audience

- VIP attendees – VCs, MDs from Financial Institutions, Startup Founders

- Speakers – 15 speakers

- Registered Attendees – 250+
    - Early-Stage Founders
    - CXOs of large enterprises (CEOs, CMOs)
    - Customer Success Executives
    - AI Experts
    - Customer Onboarding Specialists
    - Top Marketers
    - Sales Experts
    - Investors
    - Retail Executives (D2C, E-Commerce, Fashion)
    - Fin-tech Executives & Founders

Confirmed Attendees Include Executives From JP Morgan Chase, Hitachi Solutions America, Cheelee.io, Mighty Capital, FuboTV, Cortado Ventures, Pacific Western Bank, J&T Ventures, eMarketer, Capital One, Hyqoo, Bonfire Ventures, Muivona Capital, INP Capital, Moonfare, Linktree and many more.

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Panel Details

- **Tech Enabled CX Strategies & Design : AI, Data & Omnichannel Experiences –** Moderated By Preet Raj **(3:30 pm– 4:15 pm)**

Experts discuss the role of AI, data analytics, UI/UX, omnichannel experiences and emerging tech in shaping modern CX

Moderator introduces the panel and asks each speaker to tell the audience about themselves

Questions

- How can businesses leverage data analytics in their CX to make more informed decisions and predict customer needs before they arise?
- How do you strike the right balance between automating customer interactions and ensuring that the customer experience remains personalized and genuine?
- What are your thoughts on Generative AI and its impact on UI/UX and CX?
- Where do you see the future of tech-enabled customer experience heading, especially with the continuous evolution of AI and data analytics technologies?

- **Human Centered CX And The Role of AI –** Moderated By Renee Leibler **(4:30 pm – 5:15 pm)**

Conversation b/w CX Visionaries and AI experts on CX with a human touch

Moderator introduces the panel and asks each speaker to tell the audience about themselves

Questions

- How can businesses navigate the balance between maintaining genuine human interactions and the efficiency brought about by AI in customer service and sales processes?
- How can organizations ensure that the integration of AI technologies does not dilute the authenticity of human interactions in customer-facing roles**?**
- How can AI be integrated into customer experience strategies in a way that supports, rather than replaces, human decision-making and relationship-building?
- Will AI replace the Human Touch? – Let's be controversial!

- **How Amazing CX Can Help You Grow in 2023 -** Moderated By William Reinisch **(5:30 pm – 6:15 pm)**

CX leaders, Investors and Growth Experts share their experiences, challenges and strategies for growth

Moderator introduces the panel and asks each speaker to tell the audience about themselves

Questions

- How can businesses leverage exceptional customer experience as a competitive advantage to drive growth and customer loyalty in 2023?
- How should early-stage companies find the right balance b/w product building and customer experience for growth?
- What metrics and approaches should businesses use to measure the ROI on their customer experience investments, ensuring they are effectively contributing to growth?
- How should startups/companies balance their budget and focus between product development and crafting an amazing customer experience, especially when seeking funding?