

Join The Retention Revolution



Monetize!

CustomerGauge | BOSTON 2018

May 10-11 The Lenox Hotel, 61 Exeter Street at Boylston, Boston



Companies no longer depend on the success of a single transaction—but the triumph of every moment before, during and after that transaction.

Customer experience is the new competitive battleground, and we're standing with brands at the front line, bridging the gap between them, their clients and the experiences that define them.

We're **CustomerGauge**, the leading SaaS provider of **Monetized Net Promoter® and customer retention software**, and we've been making companies easier to love since 2007.

This spring, you're invited to join us in historical downtown Boston to plant the seeds of your own retention revolution at Monetize! 2018—the **biggest Net Promoter conference of its kind**, bringing together the movers & shakers of the customer experience industry.

Welcome to

Monetize!

CustomerGauge | BOSTON 2018

Monetize! 2018 is a two-day conference that brings together Net Promoter® and CX experts, Fortune 1000 industry leaders, and top brands looking to turn their customer experience programs into revenue-generating assets. This year, we've set ourselves up in the heart of Boston at The Lenox Hotel.

You'll Find

- Breakout sessions & personalized workshops
- Access to industry leaders and keynote events
- Networking with top CX and NPS experts
- Targeted training

[Reserve Tickets](#)

The image shows a black and white photograph of The Lenox Hotel in Boston. The building is a multi-story brick structure with many windows. On the roof, there is a large, illuminated sign that reads "The Lenox" in red, three-dimensional letters. The sky is overcast with clouds. In the foreground, there are some street lamps and the tops of other buildings.

2018 Agenda



MAY 10 DAY ONE

11:00 Snacks & Registration

1:00 **Welcome To Monetize! 2018**
Adam Dorrell & Camilla Scholten

1:05 **Net Promoter Evolved**
Jørgen Bo Christensen

1:45 **Customer Spotlights**
CG Customers Present

3:00 **Customer Check-In/Coffee Break**

3:45 **Introduction to the CG Community**
Cvetilena Gocheva & Camilla Scholten

4:00 **New Feature Debut**
Trishaala Chengappa & Product Team

4:15 **Power Users Unite**
Andrew Todtenkopf

4:30 **Product Roadmap Preview**
Adam Dorrell

4:45 **Ask Me Anything/ Focus Group**
Trishaala Chengappa

5:00 **NPS Professional Services & Certifications**
Jørgen Bo Christensen

5:30 **Customer Panel**

6:15 **Closing Remarks**
Adam Dorrell & Tracy Linne

MAY 11 DAY TWO

8:00 **Breakfast & Registration**

9:00 **Opening Remarks**
Adam Dorrell & Camilla Scholten

9:15 **Why Net Promoter is the Metric of Choice for CEOs**
Lou Shiple, CEO of Black Duck

9:45 **2018 NPS Benchmarks Revealed**
Jørgen Bo Christensen

10:30 **Coffee Break**

11:00 **How to Growth Hack Your Net Promoter Program**
Keynote Speaker #2

11:45 **Lunch & Networking**

1:00 **Journey to Monetization**
Customer Presenter

1:30 **Main Speaker Event**

2:30 **Coffee Break**

3:00 **CX and the Drivers of Digital Transformation**
Stephanie Woerner, MIT CISR

3:30 **How to Monetize Your NPS through SaaS**
Trishaala Chengappa

4:00 **Rolling Out a Net Promoter System**
Hans Chr. Grønsløth, SuperOffice

4:30 **“Ask Me Anything” Panel**

5:30 **Closing Remarks**
Adam Dorrell & Camilla Scholten

6:00 **Drinks & Apps at Solas**



Why Attend?

The Event.

Biggest Net Promoter Conference...Ever

Businesses are moving beyond simply measuring and acting on customer feedback and looking for ways to monetize it. Monetized Net Promoter puts the ROI of your customer experience program back in focus. Monetize! 2018 welcomes those professionals invested in not only delivering on their customer experience, but banking on it.

The Location

Lenox Hotel

Find your inner Bostonian. Built in 1900, The Lenox Hotel stands at the epicenter of notable landmarks, including the Boston Public Library, Copley Square, Newbury Street, Boston Commons and much more. Whether you're crazy for the Italian food in the North End or looking to watch the boats go by on the Charles River, Boston is accessible to all.








[See This Year's Speakers](#)

2017 User Summit Highlights

Last year we went back to our roots and celebrated our 10th anniversary in Amsterdam at The Conservatorium Hotel. You can expect all the key events from our previous summit—and so much more.



Past Attendees

[Register For This Year's Event](#)





Sponsorship

Be a Part of the Movement

Interested in getting in front of the brands on the previous page? Want to reach marketing, sales, CX and NPS professionals? Get valuable access and networking opportunities as a Monetize! 2018 sponsor.

Our three generous sponsorship packages shown on the next page ensure your brand is seen, heard and makes an impact. If you're interested in getting in front of key stakeholders from Fortune 1000 companies, contact us for further details.

[Contact Us](#)

Sponsorship Packages

Silver

\$5,000

Get your foot in the door. Our base level offering is a great way to expose your brand to our attendees and be a part of the best NPS meetup this year.

- One hotel room for two nights (2 people)
- Free parking near the Lenox Hotel
- All Access 2-Day Pass
- A small (8') booth on event floor
- Branding opportunities:
 - Banner hung front and center
 - Branded table
 - Branded name tags for networking and entirety of the weekend
 - Branded collateral drop inside attendee packets
 - Company description on event page

[Get Package](#)

Platinum

\$10,000

This top-tier sponsorship package gives you the opportunity to bring your message to life in your own breakout room and gives access to all the marketing avenues for the event. This is the most robust conference sponsorship we offer.

- Three hotel rooms for two nights (5 people)
- Free parking near the Lenox Hotel
- All-Access 2-Day Pass
- A personalized breakout session room
- Branded collateral around the event
- Company description on event page
- Multiple social media posts before, during and after the event
- Access to attendee list
- Access to marketing video footage after the event
- Event marketing on event landing pages
- A concierge for the event duration
- Break time advertising on venue screens
- Co-branded post-event webinar
- Sponsored question in our post-event survey

[Get Package](#)

Gold

\$7,500

Boost your brand visibility and get your name out on our social media channels. If you want a good way to get direct validation from the NPS community during the event and beyond our gold option might be for you.

- Two hotel rooms for two nights (3 people)
- Free parking near the Lenox Hotel
- All Access 2-Day Pass
- A medium (9') booth on the event floor
- Branding opportunities
- A single social media mention during the event
- Access to attendee list
- Access to marketing video footage after the event

[Get Package](#)

Are You Ready to Monetize?

Learn how to increase the ROI of your NPS this spring.

[Get Tickets](#)

For more information or if you have any additional questions, please [contact us](#).

CustomerGauge is a software-as-a-service platform that helps clients improve customer experiences. The system automatically measures and analyzes feedback, reduces churn through close-loop tools, and helps retain customers using the industry-standard metric Net Promoter System® and Monetized NPS. Results are published and analyzed in real-time using a highly customizable reporting tool, making it ideal for global enterprises.

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CustomerGauge US
3 Burlington Woods Drive,
Burlington, MA
01803, USA
+1-844-211-3932

CustomerGauge EMEA
Van Diemenstraat 182
Amsterdam 1013CP
the Netherlands
+31 208 20 21 60

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www.customergauge.com