< THURSDAY AUG 16 >

VIEW

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- ● Networking & Food
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8:00am

●
Grab & Go Breakfast
8:00am - 9:00am Aug 16

Grab & Go Breakfast in the Community Pavilion. Delightful delectables, scrumptious scrumpulations (umm...it's a word...now) and fresh coffee all day long.

Close

9:00am

●
Adobe Experience Cloud - Where It is Today and Where It is Heading Tomorrow
9:00am - 9:30am Aug 16

Get up to speed on the Adobe Experience Cloud, how it hangs together, and what's on the horizon.

Close

Gerd Handke
Director Product Management ,
Adobe Systems, Inc.

9:30am

●
Experience Driven Commerce - Magento & Adobe
9:30am - 10:00am Aug 16

Experience and commerce interweave to drive results for today's leading brands. See what Adobe has to say about this exciting acquisition.

Close

Errol Denger
Director - Commerce Strategy ,
Adobe

10:00am

●
AM Break
10:00am - 10:30am Aug 16

Breaktime! Coffee, email, and decisions. A business doesn't run itself folks.

10:30am

●
Rightsizing Your Localization Strategy in Adobe Marketing Cloud
10:30am - 11:00am Aug 16

Whether you are entering a new market for the first time or an experienced multinational conglomerate, there are a few different considerations to keep in mind to help you right-size your international multilingual websites. Join this session to learn more.

Close

Nick Panagopoulos
Global Strategic Alliances ,
Translations.com

11:00am

●
The Fuel Needed for Performance Marketing
11:00am - 11:30am Aug 16

Performance Marketing is the complete opposite of mass-market communication. It's about improving your KPIs, targeting audiences more precisely and delivering the right content and offers.

Close

Tony Bailey
SVP, Technology , **Digitas**

11:30am

●

A recipe for Consistent Customer Experience

11:30am - 12:00pm Aug 16

In today's connected world, organizations need to focus on a content strategy that brings different types of content, be it marketing content or product technical documentation, under one umbrella. A unified content offering will not only enable content re-use, but also present a consistent user experience and brand experience to the customers, pre-sales as well as post-sales.

The XML Documentation for Adobe Experience Manager enables an end-to-end solution for structured content on AEM. It enables marketing and technical content to co-reside with minimal effort and great user experience. Thus, organizations can spend more time creating their information architecture and less time struggling with gluing different systems together.Deliver personalized help experiences with best-in-class search.

Close

Juhee Garg
Senior Product Manager , **Adobe**

12:00pm

●

Lunch

12:00pm - 1:00pm Aug 16

Lunch is brewing at Lionfish located just a secret passage away from the Community Lounge. Attention all people who eat food, there will be an array of mouth-watering choices that will make you pine for seconds and thirds.

Close

1:00pm

●

Adobe Cloud Platform: The heart of Adobe Experience Cloud

1:00pm - 1:45pm Aug 16

Everything starts with the Adobe Cloud Platform. Discover how the platform plays a role in the experience business, helping you identify, understand, and engage customers and deliver consistent, continuous, and compelling experiences that delight them at every turn. Find out exactly what we mean by platform, including what it is, where it's heading, how you can get value now and in the future, and even how Adobe partners can get involved. Of course, we won't just talk about it, you'll see it in action, too.
In this session, learn how:
Adobe's data science framework dramatically improves the design and delivery of rich customer experiences
The platform increases the innovation and value of core services, and powers up each solution in the Experience Cloud
The Experience Data Lake lets you use all your data and supercharge it for maximum effect

Close

Klaasjan Tukker
Dir. Product Management , **Adobe**

●

EXPRESS and commercetools

1:00pm - 1:45pm Aug 16

See how EXPRESS, the legendary fashion icon with over 650 retail locations worldwide, leveraged commercetools microservices and AEM to drive customer experience and efficiency.

Close

Brendan Gualdoni
Director of Engineering,
ecommerce , **EXPRESS**

●

Intro to Adobe Experience Manager 6.4

1:00pm - 1:45pm Aug 16

In this session, attendees will get an overview of how marketing professionals will use AEM to create end user experiences that are second to none. A brief overview of the social tools, and mobile capabilities will be offered as well as a high level overview of the technology that AEM is built on.

Close

Abhishek Dwevedi
Tech Enablement Delivery SME ,
Adobe Systems

Varun Mitra
Technical Enablement Delivery
SME Profile , **Adobe Systems Inc**

1:30pm

Accelerate your Digital Experience with Adobe I/O

1:45pm - 2:30pm Aug 16

Adobe I/O is a central hub for APIs, SDKs, and platform technology to all developers who want to integrate with and extend Adobe’s advanced technology. From APIs to Events, from Adobe Sensei to Serverless technology, Adobe I/O allows you to quickly integrate content and data, and create richer customer experiences. In this session, we will show you how to leverage Adobe I/O to build an event-driven, cross-cloud orchestration with ease.

Close

Carmen Sutter
Sr. Product Manager , **Adobe**

Sarah Xu
Developer Evangelist , **Adobe Systems Inc.**

"Eureka" : Adobe Sensei in AEM search for multilingual Assets/Pages

1:45pm - 2:30pm Aug 16

With AEM 6.4 learn to configure smart translation search to enable cross-language functionality and discovery. This is done automatically across AEM content, (both Assets and Pages) supporting more than 50 languages. This also reduces the need for manual content translation!

Close

Kanika Gera
Technical Product Manager ,
Adobe

Introduction to Adobe Assets

1:45pm - 2:30pm Aug 16

In this session attendees will learn about the new AEM Assets module. Essentially a mechanism to perform digital Asset management in AEM. Attendees will learn strengths and capabilities of Assets.

Close

Abhishek Dwevedi
Tech Enablement Delivery SME ,
Adobe Systems

Varun Mitra
Technical Enablement Delivery
SME Profile , **Adobe Systems Inc**

2:30pm

PM Break

2:30pm - 2:45pm Aug 16

I know, you're still full from lunch but this mid-afternoon junk food looks so good! Go ahead. Do it.

Close

TacoFest - An Adobe Campaign Story

2:45pm - 3:30pm Aug 16

See how Campaign could be used to target, engage, and convert to key demographics for San Diego's world famous TacoFest!

Close

Julian Casallas
Sr. Marketing Automation
Specialist , **3 Share Corporation**

AEM and SPA Content Management

2:45pm - 3:30pm Aug 16

As more and more companies move to single-page applications to improve their user experience, there is increasing pressure on AEM as a platform to provide content management capabilities for these experiences. In this session, we will look at the features introduced with AEM 6.4 to allow for in-context editing of single-page applications as well as tools for using AEM as a headless CMS.

Close

Amol Anand
Principal Consultant , **Adobe**

Ian Reasor
Partner Experience Architect ,
Adobe

Introduction to AEM Front End Development

2:45pm - 3:30pm Aug 16

In this session, attendees will explore the options for building front end web sites in AEM with a focus on HTL, JavaScript, and Java as well as a deep dive into JSPs. Best practices for both will discussed in detail.

Close

Abhishek Dwevedi
Tech Enablement Delivery SME ,
Adobe Systems

Varun Mitra
Technical Enablement Delivery
SME Profile , **Adobe Systems Inc**

3:30pm

Live From the Trenches: How To Personalize Digital Experiences at Scale

3:30pm - 4:15pm Aug 16

In the era of experience businesses, high demand for personalized content requires that brands create and deliver digital experiences at ever greater scale. To achieve this, aligning people, processes, and technology has proven to be essential. Dive into personalization best practices from various industries to get you started on your journey of rethinking how you organize your marketing. Join us for this session to: (1) Get the ultimate guide for website personalization and optimization using Adobe Experience Manager (2) Learn holistic team approach that drives the greatest overall performance and delivers an advantageous return on investment (3) Leave with actionable tips on how to extend AEM components so that they are re-usable and personalizable This session is for digital marketing team leads across all functions (content, IT, digital) who are thinking about how to organize their teams to achieve scale and effectively leverage technology to support marketing goals.

Close

Peter Krmpotic
Group Product Manager , **Adobe**

Ask The Experts

3:30pm - 4:15pm Aug 16

Ask this expert panel anything Adobe. Code, process, strategy, taxonomy, project management... You name it. You'll get an answer. Heck...you might get 5.

Close

Intro to Backend Development in AEM

3:30pm - 4:15pm Aug 16

In this session attendees will learn about key features in Backend Development processes involving services development on AEM

Close

Abhishek Dwevedi
Tech Enablement Delivery SME ,
Adobe Systems

Varun Mitra
Technical Enablement Delivery
SME Profile , **Adobe Systems Inc**

4:00pm

How To Move Your On-Prem AEM Environment to AWS.

4:15pm - 5:00pm Aug 16

Evaluating moving your AEM instances to AWS? Learn how to determine if it's right for you and how migrate with ease.

Close

Ira Lessack
Vice President - Client Services ,
3|SHARE Corporation

Brian Johnson
VP of Remote Operations ,
3|SHARE

Get the most out of your Adobe Experience Cloud stack

4:15pm - 5:00pm Aug 16

We've lived to see the day when a CMS is not enough – using one is just the basis, an absolute prerequisite for an organization's presence in a digital world. Each company that aspires to grow must take a step further and leverage other digital marketing products. When faced with this challenge, many organizations consider the Adobe Experience Cloud a prime choice.

Combining rich, engaging content and customer-specific data allows very efficient, personalized marketing campaigns to be run.

How to harness the information collected by products from the Adobe Experience Cloud stack and connect these tools in a way that's both efficient and productive?
How to serve the most relevant content to target customers?
How to create a seamless customer journey spanning a variety of channels?

This session is going to provide answers to those questions – not only from a marketing point of view, but also (or mainly) from the technical perspective. We are going to show use cases we've tackled using Adobe products:
- Adobe Experience Manager,
- Adobe Campaign,
- Adobe Analytics Cloud,
- Adobe Audience Manager.

Accordingly, we are going to present the approaches we have taken and showcase the ones that make the most of the Adobe Experience Cloud stack.

Close

Jakub Kasznia
Software Engineer , **Cognifide**

Dawid Kłos
Software Engineer , **Cognifide**

Introduction to the Adobe Experience Cloud and Ecommerce

4:15pm - 5:00pm Aug 16

In this session attendees with learn about the Adobe eCommerce Framework, aspects of designing and developing an ecommerce solution and various ecommerce engines options that can be integrated with AEM to implement an ecommerce Solution.

Close

Abhishek Dwevedi
Tech Enablement Delivery SME ,
Adobe Systems

Varun Mitra
Technical Enablement Delivery
SME Profile , **Adobe Systems Inc**

6:00pm

Tacos & Beer Fest

6:00pm - 7:30pm Aug 16

Did someone say beer and tacos? Yes, we did. San Diego craft beer, locally sourced tacos, on the roof of the Pendry. Not enough? We'll also add a Tedx speaker and smooth sounds. BTW - If you don't like tacos, we don't trust you.

Close

7:30pm

Suite Crawl

7:30pm - 9:00pm Aug 16

It's like a pub crawl except we're crawling to a variety of themed Pendry suites. Each will offer an assortment of food, drinks, views, and surprises. Sponsored by our beloved Evolve18 partners, it's a great place to network and learn more about the Community ecosystem.

Suite 300 – Pool Suite - 3|SHARE & Digitas

Suite 600 – Pendry Suite - Translations.com

Suite 700 – Gaslamp Quarter Suite - Adobe & the Publicis Groupe

Close

Previous Day Next Day