Grazitti Interactive®
Marketing for Digital Natives

Community (re)Focus

CONFERENCE AGENDA

Conversations on Building Connected Experiences

RETHINK | RECONFIGURE | RECONNECT

Online communities flourished during the period when virtual connectivity became the 'new normal.' People turned to partner, employee, learning, and self-help communities for support, knowledge-sharing, and business growth.

But as circumstances evolved, life returned to normal, and economic conditions shifted, member needs remained the same, but the preferences transitioned.

For instance, some members preferred real-time interactions and live events, while others wanted asynchronous discussions and resources they could consume at their own pace. The need for specific content, tailored to individual interests and expertise, became apparent. Some members sought a sense of belonging and community, while others were more focused on professional networking and skill development.

And that's where it became critical to adopt a member-centric approach from an organization-centric approach.

To stay ahead of the curve, organizations must ideate and innovate strategies where member choices and preferred engagement channels take center stage. So, they must focus on the 3Rs- Rethink, Reconfigure, and Reconnect.

RETHINK your community investment & strategy

RECONFIGURE the path to community success

RECONNECT through a multichannel approach

Welcome to the 4th edition of our virtual summit, Community (re)Focus, 2023, on Wednesday, November 15, 2023, at 09:00 AM PDT.

Join us for insightful conversations about how online communities, driven by member contributions have become the central driving force behind organizations.

Gain actionable insights on crafting critical strategies for delivering hyper-personalized experiences with modern tools, AI technologies, and seamless integrations.

Here's to creating delightful community experiences together!

The detailed agenda for the conference:

Event Overview

How Online Communities Are the Central Force Behind Organizational Growth

9:00 AM PDT - 9:15 AM PDT

- ☑ A brief introduction of the theme
- ☑ Aligning member-centricity through communities with business objectives
- ☑ How community professionals navigate challenges with resilience in a dynamic economic environment
- ☑ An exploration of the evolving roles and skill sets of community professionals in a changing landscape (transition from virtual to hybrid)
- ☑ What is community everywhere and how is it impacting businesses

Alok Ramsisaria
CEO,
Grazitti Interactive

RETHINK

Reinventing Community Strategies in Today's Business Landscape

Guest Keynote - 9:15 AM PDT -9:35 AM PDT

- ☑ Explore how modern companies are leveraging communities to create spaces where members feel valued, heard, and part of a larger purpose
- ☑ Business use cases and real-life examples

Brian Oblinger
Strategic Community Consultant,
Brian Oblinger Strategic Consulting

Understanding the Financial Impact of Your Online Community

Panel Discussion - 9:35 AM PDT - 10:05 AM PDT

- ☑ The economic value of online communities
- ☑ Explore how online communities can enhance member experience and overall financial viability
- ☑ How to allocate and prioritize community investments

Edu Giansante
Head of Community,
Persona

Alan Aisbitt
Director of Community,
Splunk

Ankush Jasuja
Sr. Marketing Manager,
Grazitti Interactive

Thriving in the Community Landscape: Reflecting on the Past, Embracing the Present, Shaping the Future

Spotlight Session - 10:05 AM PDT - 10:20 AM PDT

- ☑ Are community builders thinking about themselves more than about the industry and others?
- ☑ Why are we reinventing the community vocabulary wheel instead of building upon existing knowledge?
- ☑ How do community builders collaborate to establish more opportunities instead of fighting for existing small amounts of clients?

Yurii Lazaruk
Community Manager,
Codecontrol

Awards & Recognition

10: 20 AM PDT - 10:35 AM PDT

Tea Break + Networking Mixer

10:35 AM PDT - 10:40 AM PDT

Reconfiguring the Community Ecosystem With the Right Tools & Technologies

Panel Discussion - 10:40 AM PDT - 11:10 AM PDT

- ☑ The integral role of technology in community ecosystems
- ☑ Elevating user experiences through technological innovations
- ☑ Strategically selecting tools for community excellence

Fida Zourob
Head of Community,
Show

Jay Nathan
CCO,
HigherLogic

Nikhil Shrama
Associate Director,
Grazitti Interactive

Implementing Analytics to Measure the Health of Your Online Community

Panel Discussion - 11:10 AM PDT - 11: 40 AM PDT

- ☑ Leveraging data analytics for measuring community performance
- ☑ Identifying engagement patterns and analyzing member behaviors through analytics
- ☑ Using analytics to drive continuous community enhancement

Christopher Detzel
Customer Engagement Director,
Reltio

Cassie Perez
Community Manager,
LinkedIn

Harpreet Kaur
Delivery Manager-Analytics,
Grazitti Interactive

How 6sense Removed friction from their Support Process

Fireside Chat - 11:40 AM PDT - 11:55 AM PDT

- ☑ How was the client handling their support queries formerly
- ☑ What challenges were they facing with their support processes
- ☑ How KaseSync helped them overcome their challenges

Heather Foeh
Sr. Director, Customer
Marketing and Communities,
6sense

Shaveta Sharma
Technical Delivery Manager,
Grazitti Interactive

Awards & Recognition

11:55 AM PDT - 12:10 PM PDT

Tea Break + Networking Mixer
12:10 PM PDT - 12:15 PM PDT

RECONNECT

From Members to Co-Creators: Unveiling the Potential of People-Powered Communities

Panel Discussion - 12:15 PM PDT - 12:45 PM PDT

- ☑ Explore the transformation of community members from passive consumers of content to active co-creators
- ☑ Explore the impact of user-generated content on community engagement and brand advocacy
- ☑ Share best practices for creating an environment that encourages collaboration, idea sharing, and meaningful contributions within communities

Lais de Oliveria
Author and Founder,
Hacking Communities

Corina Gheonea
Global Community Director,
UiPath

Guncha Kishore
Team Lead-Content Marketing,
Grazitti Interactive

AI in Action: Exploring Its Versatile Use Cases in Online Communities for Accelerated ROI

Guest Keynote - 12:45 PM PDT - 1:00 PM PDT

- ☑ The application of AI in online communities
- ☑ Key considerations for deploying AI in online communities
- ☑ Business use cases and the impact of AI in online communities

Austin Grimes
Sr. Community Manager,
Flexera

Stephen Mallik
Chief AI Officer,
Arivu IQ. Corp

Ravideep Singh
Senior Project Manager,
Grazitti Interactive

Maximizing Engagement and Impact With the Right Channels

Guest Keynote- 01:00 PM PDT - 01:20 PM PDT

- ☑ Promoting a sense of belonging amongst community members through events, user groups, and group messaging apps
- ☑ Learning via a rich content repository in the form of books, documentation, influencer initiatives, and LMS platforms
- ☑ Delivering support through hosted forums, third-party sites, AI Bots, and more
- ☑ Leaving an impact on community members by hosting activities, initiating MVP programs, and updating content across social media profiles

Todd Nilson
Community Strategist,
Clocktower Advisors

Achieving Customer Success by Transforming Engagement into Loyalty

Panel Discussion - 01:20 PM PDT - 01:50 PM PDT

- ☑ How to quantify the impact of community-driven customer success
- ☑ Acquiring new users, retaining current ones, and converting them into repeat buyers through seamless experiences
- ☑ Aligning business objectives around member-centricity
- ☑ Converting your community members into loyal customers by continuously adapting to customer needs

Chris Dishman
Sr. Vice President-
Global Customer Success, Totango

David Gunn
Vice President of Customer
Success, LinearB

Varun Luthra
Country Manager ANZ,
Grazitti Interactive

CLOSING KEYNOTE

A Summary of the Event - 1:50 PM PDT - 02:00 PM PDT

Shivraj Asthana
President,
Grazitti Interactive