



Customer Agenda

Conference agenda for UK Customer and Partner Day

Time:	Session:
13:00 - 13:30	Registration and coffee
13:30 - 13:40	Opening remarks Speaker: Reema Jonson, Managing Director, Alloy UK & Ireland
13:40 - 14:00	Market Overview Technology continues to drive digital marketing at a rapid pace. This session provides a high level overview of the key market drivers that you need to know to stay ahead Speaker: Bobby Egmont, VP of Product Management
14:00 - 14:40	A Close Look at Alloy We have produced a next generation digital platform for managing the complete project life cycle. See the latest release in action and how the new user interface will forever change the way users work with content and increase online ROI. Speakers: Peter Summer, Product Manager, Alloy Plan
14:40 - 15:15	Riding the Wave with Alloy Plan The upcoming release of the new Alloy Plan will bring significant advances to power the need of a modern project planning. Our customers see on average an 80% increase in delivery of their projects on time, on budget and with minimal risk involved. Speakers: Dean Bowen, Product Manager
15:15 - 15:30	Coffee Break
15:30 - 16:00	Customer Case To be confirmed
16:00 - 16:25	How To Boost Your Online Conversion Getting more traffic is not always the answer to increase revenue and conversion is. See how Alloy Plan, Meet and Track can help you improve the effectiveness of project teams by putting the proper tools in your hands. Speaker: Max Hellstrom, Product Expert



16:25 - **Alloy Track**

16:45

From start-up meetings to final sign-off, we have the solutions for today's market-driven needs. Leverage your assets to the fullest through the combination of Alloy Plan, Alloy Meet and Alloy Track.

Speaker: James Bowen, Head of Alloy Track

16:45 - **Working with Alloy**

17:15

Whether you are new to Alloy or have been with us for some time, find out how to make the most of the Alloy suite and what support you can get to help you with your processes.

Speaker: Johan Jardevall, Strategic Sales Director

17:15 - **Roadmap and Beyond**

17:30

The market is evolving so are we! Find out which direction our platform is heading and what's been scheduled this year and beyond

Speaker: Peter Summer, Product Manager

17.30 -

19.00

Drinks and Networking (Optional)