

11:30 AM-1:30 PM **Registration, Networking & Lunch**

2:15-2:30 PM **Welcome to DataForceNEXT**

2:35-3:35 PM **CX Without Waiting: How AI Voice Agents Improve Customer Experience**
Josh Baker-Mendoza, Avatar Solutions Manager, Synthesia

3:35-3:50 PM **Coffee Break**

3:50-4:40 PM **Close the Loop: Scalable Survey Data Collection**
Elenn Stirbu, Senior Director, Community Sourcing, TransPerfect
Robert Rizzo, Director, Business Development, TransPerfect

4:45-5:30 PM **Fueling AI With Real-World Data: Audio & Multimodal Data Collection at Scale**
Xavier Fort, Vice President, DataForce Product, TransPerfect

5:35-5:55 PM **Closing Remarks**

6:00-8:00 PM **Post-Event Networking Cocktail Reception**

9:00-9:45 AM Doors Open, Coffee & Networking

9:45-10:30 AM **Beyond Intelligence**

Matt Hauser, Chief Experience Officer, TransPerfect

Artificial intelligence has rapidly shifted from a novelty into an everyday baseline, but true competitive advantage lies in what you build on top of that technology. Discover how TransPerfect's continuous evolution can help turn new capabilities into strategic outcomes for what's NEXT.

10:30-11:45 AM **KEYNOTE**

Unreasonable Brands: How to Build a Brand Centered on Unreasonable Hospitality

Will Guidara, New York Times bestselling author of Unreasonable Hospitality and former co-owner of Eleven Madison Park, will show how making people feel valued turned a restaurant into the best in the world, and how that same thinking builds brands people stay loyal to.

11:45 AM-12:45 PM **Lunch**