

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

1:30-1:45 PM **Welcome to ExperienceNEXT**

1:45-2:30 PM **Event Reality Check: Events That Drive ROI**
Kate Flowers, Event Manager, Fan Duel

2:30-3:15 PM **Lucy's Practical Ways To Operate With AI For Your Events, Starting Now**
Lucy Postlethwaite, AI Trainer & Consultant, Practical AI

3:15-3:30 PM **Product Spotlight: TransPerfect Live Event Management**
Nate Fong, Regional Director, TransPerfect

3:30-3:50 PM Coffee Break

3:50-4:20 PM **Accessibility Is No Longer Optional: Designing Events Everyone Can Participate In**
Jaden Ellman, Project Coordinator, TransPerfect

4:20-4:50 PM **Stop Designing Events, Start Designing Behaviours**
Katie Streten, Head of Strategy & Insight, Emota

4:50-5:15 PM **Product Spotlight: GlobalLink Live and Custom AI**
Peter Cselenyi, Director, TransPerfect

5:15-6:00 PM **AI in Meetings & Events: What's Real, What's Hype and Where Planners Are Seeing ROI**
Nate Fong from TransPerfect will be joined by Kate Flowers (Fan Duel) and Lucy Postlethwaite (Practical AI) in this panel discussion.

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

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

9:45-10:30 AM
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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
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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

12:45-1:00 PM

Day Two Kickoff

Nate Fong, Regional Director, TransPerfect

1:00-1:40 PM

Behind the Scenes: How Global Brands Actually Pull Off Their Biggest Events

Nate Fong will moderate our panel featuring Kate Flowers (Fan Duel), Stephane Barnatt (Zoom) and Katie Streten (Emota).

1:40-2:00 PM

Product Spotlight: GlobalLink Events

Justyn Vasquez, Product Lead, TransPerfect

2:00-2:35 PM

A Fireside Chat With Zoom: Meeting Tech Has Been Democratised. Now What?

Stephane Barnatt, Sales Leader - Zoom Events International, Zoom

2:35-2:55 PM

Product Spotlight: GlobalLink TV

Patrick Farley, Senior Product Manager, TransPerfect

2:55-3:10 PM

TransPerfect Live: The Complete Content & Experience Solution

Nate Fong, Regional Director, TransPerfect