

Agenda

HP ENGAGE 2015



Sunday, November 8, 2015

12:00-8:00	Registration - Sapphire Ballroom North Foyer
6:00-8:00	Ready, Set, Engage! Welcome Reception - Sapphire Ballroom West

Monday, November 9, 2015

7:30-8:30	Breakfast - Sapphire Ballroom West Foyer
8:30-12:00	General Session - Sapphire Ballroom North
12:00-1:00	Lunch - Sapphire Ballroom West Foyer

1:00-2:00	Customer Communications	Digital Experience	Workforce Optimization
	Track keynote - Customer communications meets digital engagement (Aqua D & E)	Track keynote - Marketing has changed. Are you ready? (Aqua B & C)	Track keynote - Contact center trends for the next 10 years with Analyst Keith Dawson (Aqua 300 A)

2:00-7:00	Solution Showcase - Sapphire Ballroom West							
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	Business Track Aqua D & E	Technical Track Aqua Salon F	Deep Dive Aqua 311 A-B	Business Track Aqua B & C	Technical Track Aqua A	Developer Track Aqua 314	Optimization Track Aqua 310 B	Business Track Aqua 300 A
2:10-3:00	Why businesses care about cloud	Everything you wanted to know about the latest release of HP Exstream	HP Exstream: Under the hood	Marketing and the new face of IT: Best practices for collaboration and a new partnership	Lessons learned from migrating websites to the cloud	Single-page application design in HP LiveSite		The HP Explore 5 imperative: Why you can't live without it

3:00-3:30	Coffee Break - Sapphire Ballroom West Foyer							
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3:30-4:30	Interactive communications for better customer engagement and knowledge-worker efficiencies	Implementing HP Exstream in the cloud	HP Exstream deep dive: Advanced table concepts	How digital asset management enables a more engaging customer experience	An overview: HP cloud offerings for HP TeamSite and HP MediaBin	Workflow best practices for HP TeamSite and HP MediaBin	What's new with Optimost: Product deep dive	Customer stories: Featured use cases from the field
4:40-5:30	Designing for digital: New styles of communication that enhance your business ecosystem	Introduction to HP Exstream Empower Editor	Email communications: Design and delivery best practices	Browsers to buyers: Unified campaigns, content and commerce	Move away from static content and empower customers with individualized, interactive experiences	HP MediaBin and HP TeamSite integration best practices		Leveraging contact center insights across the enterprise: Growing your constituency

5:30-7:00	HP Engage Happy Hour sponsored by NEPS							
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Agenda

HP ENGAGE 2015



Tuesday, November 10, 2015

7:30-8:30	Breakfast - Sapphire Ballroom West Foyer
8:30-10:00	General Session - Sapphire Ballroom North
10:00-10:30	HP Engage Visionary Awards - Sapphire Ballroom North
10:30-11:00	Solution Showcase - Sapphire Ballroom West
10:30-11:00	Coffee Break - Sapphire Ballroom West Foyer

	Customer Communications			Digital Experience			Workforce Optimization	
	Business Track Aqua D & E	Technical Track Aqua Salon F	Deep Dive Aqua 311 A-B	Business Track Aqua B & C	Technical Track Aqua A	Developer Track Aqua 314	Optimization Track Aqua 310 B	Business Track Aqua 300 A
11:00-12:00	Enabling business users to manage content and messaging	Maximizing your HP Exstream investment with customer care & HP Exstream University	HP Exstream Command Center integration deep dive	I'm not just a number! Learn how you can market to segments of one	HP TeamSite implementation best practices and lessons learned	Performance tuning best practices for HP LiveSite and HP MediaBin Web Services	What's new with HP Optimost: Services deep dive	HP Qfiniti 10: Real-world benefits to your upgrade
12:00-1:00	Lunch - Sapphire Ballroom West Foyer							
12:00-4:00	Solution Showcase - Sapphire Ballroom West							
1:10-2:00	Creating a customer communications management center of excellence	Getting the most out of forms workflow with HP Process Automation	HP Exstream Messagepoint deep dive	Keep pace with customers on the move, and achieve your marketing goals	Under the hood of HP MediaBin	Creating the right metadata strategy	Beat blamers, control complexity, and sway stakeholders. Successful testing in the large enterprise.	Getting the most out of your WFO investment
2:10-3:00	How to utilize e-delivery for better business results	HP Exstream: Best practices for upgrading	HP Exstream Empower Editor deep dive	Take back control of your brand with enterprise digital asset management	Building a multi-platform marketing solution: Best practices for integration strategies	Building hybrid mobile applications in HP TeamSite 8	Get personal: Take your personalization and targeting to the next level	Optimizing agents and processes: You already have what you need
3:00-3:30	Coffee Break - Sapphire Ballroom West Foyer							
3:30-4:10	HP Exstream for mobile apps	HP Exstream connectors: Producing on-demand customer communications	Electronic communications: HP Exstream Delivery Manager deep dive	The future of digital experience management: HP TeamSite's roadmap and vision	Authentication and Security Best Practices for HP MediaBin and HP TeamSite		Killing RATs and HIPPOs: actionable insights and real world benefits from testing	The HP WFO Software Customer Advisory Panel
4:15-5:00	HP Exstream: Integration strategies for business applications	Efficient techniques for designing and building HP Exstream applications	HP Exstream: Complex XML processing	The future of rich media management: HP MediaBin's roadmap and vision	Using site search to promote and personalize your website	HP LiveSite caching and optimization strategies		The HP WFO Software Customer Advisory Panel
6:00-9:00	Engage After Hours Closing Party - Hilton Lawn							