SYNDIGO 2020 USER GROUP AGENDA

Monday, June 15, 2020

OPENING REMARKS
1:00 PM – 1:30 PM
Speakers: Paul Salay & Justin Hartanov

We kick off Syndigo's 2nd Annual User Group! Our executive leadership team will:
- Shed light on Syndigo's vision: enabling global commerce.
- Highlight our dynamic speakers and hot topics designed to elevate your business.

STATE OF THE INDUSTRY
1:30 PM – 1:50 PM
Speaker: Chris Barnes

The consumer is changing again, and retail is now about much more than just online shopping. Technology like connected home devices, automated bots, streaming television services, voice ordering, augmented reality and drones have made digital shopping easier and more integrated into everyday life.

Join us for a compelling presentation where you will:
- Take a deep dive into the world of today's consumer and the changing scope of the e-commerce and product content space.
- Understand how brands and retailers make their mark with technology in order to drive customer centric commerce.
- Grasp why competing with trusted product content that your customers can rely on in the face of an ever-evolving e-commerce landscape is critical.

FIRESIDE CHAT: VOICE OF THE CLIENT
1:50 PM – 2:50 PM

Learn from industry peers/colleagues across diverse industries as they engage in candid conversations about their product content trials and triumphs during a one-of-a kind fireside chat.

BREAK
2:50 PM – 3:00 PM

Network with forward-thinking leaders from the biggest and brightest organizations.

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PANEL: DON'T GAMBLE WITH POOR DATA QUALITY
3:00 PM – 3:45 PM

Today's consumers expect rich and trusted product content on all channels: desktop to mobile. Businesses lose, on average, $9.7 million each year due to poor quality data (Retail Touchpoint 2019). This eye-opening session features lightning rounds from data quality subject matter experts and hands on practitioners.

Join us to learn:
- Why inaccurate product content can cost you more than customer delight and conversion.
- How these diverse panel members have overcome challenges like changing product content requirements, fragmented solutions and multiple systems.
- How you can achieve the golden product content record with best in class capabilities like content creation, validation, enrichment, syndication, and analysis of your digital assets.

WHAT'S NEXT? SYNDIGO PRODUCT ROADMAP + CXH EXPLORATION
3:45 PM - 4:45 PM
Speaker: Mark Detelich

It is hard to believe that just a year and a half ago, your need for a comprehensive client experience and an integrated product content experience hub gave birth to Syndigo! Since then, we have connected supplier content to retail partners through Content Experience Hub (CXH), our integrated platform, and added even more Core, Enhanced and Analytical capabilities. But the best is yet to come!

Join us for a compelling presentation where you can:
- Get a sneak peek at new and exciting capabilities presented live by our product experts.
- Gain insights into the Syndigo roadmap and have your individual questions answered.
- Take advantage of our ever-evolving interface and greater flexibility to better optimize your experience post upgrade.
- Uncover opportunities to cash in with the world's largest network, optimize product pages and leverage better shopper outcomes.

CLOSING REMARKS
4:45 PM - 5:00 PM
Speaker: Paul Salay

What happens in Vegas doesn't stay in Vegas...Bring our industry trends and best practices to the (poker) table long after the conference ends. Return to your office rejuvenated and ready to jump start new product content initiatives.

COCKTAIL RECEPTION AT CHINA POBLANO, COSMOPOLITAN
5:00 PM – 7:00 PM
Catch up with colleagues over cocktails and take a moment to relax, network and enjoy the Las Vegas nightlife.

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