

# AGENDA

Enhancing Customer Experience Through Generative AI: Transformative  
Strategies for Modern Marketers

## Executive Dinner

### SPEAKERS



**Sandeep Kapoor**  
Director of Demand  
& Channel  
Marketing-Americas  
Keysight  
Technologies



**Priscilla Ledesma**  
Director  
Braven



**Steve Choi**  
Director, Digital  
Marketing & Product  
Owner  
Prudential Insurance



**Dhouglas Carvalho**  
VP, Global Market  
Data, Analytics &  
Research Technology  
Bank of America



**Paulina Yick**  
Global portfolio  
director  
Experian

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**ENHANCING CUSTOMER EXPERIENCE  
THROUGH GENERATIVE AI:  
TRANSFORMATIVE STRATEGIES FOR  
MODERN MARKETERS**



**October 02, 2024**

5:30 PM-9:00 PM

Eastern Time

In an era where customer experience defines brand success, Generative AI emerges as a potentially powerful tool for marketers to innovate and personalize engagement. Join us to explore how generative AI can be harnessed to create immersive customer journeys, tailor content at scale, and help understand consumer behavior with unprecedented accuracy. Join us for an evening of strategic discussion, networking, and culinary delights as we delve into the future of marketing with generative AI.

TOGETHER WITH

