

# AGENDA

The Autonomous Advantage: Agentic AI and its role in High Value Customer Engagement

## Executive Dinner

### SPEAKERS



**Peter van der Putten**  
Director AI Lab and  
Lead Scientist  
Pegasystems



**Uwe Borgmann**  
Senior Director Client  
Growth  
Pegasystems



**Rachel Boskovitch**  
Managing Director -  
DACH & Nordics  
Pegasystems

[Click Here to Register](#)

### THE AUTONOMOUS ADVANTAGE: AGENTIC AI AND ITS ROLE IN HIGH VALUE CUSTOMER ENGAGEMENT



**May 05, 2026**

6:00 PM-9:30 PM

Central European Time

Discover how agentic AI is transforming customer engagement, moving organizations from reactive campaigns to always-on, autonomous interactions that deliver the right action in the right channel at the right moment. As CMOs seek personalization at scale, CDOs turn data into intelligence, and COOs push for efficiency, agentic AI serves as a centralized decisioning engine that continuously learns and optimizes across every touchpoint.

Leading organizations are already seeing measurable gains, from higher engagement and increased business value to stronger, real-time personalization. Join us to explore how autonomous AI can unify data, decisions, and channels, turning customer engagement into a scalable competitive advantage.

TOGETHER WITH

