

# AGENDA

The No-Click Economy: What AI-Driven Commerce Means for Revenue,  
Margins, and Financial Strategy

## Executive Dinner

### SPEAKERS



**Trevor Nies**  
SVP, Strategic  
Customer Growth &  
Advocacy  
Adyen



**Jeff Hallenbeck**  
VP Customer  
Advocacy  
Adyen

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**THE NO-CLICK ECONOMY: WHAT AI-DRIVEN  
COMMERCE MEANS FOR REVENUE,  
MARGINS, AND FINANCIAL STRATEGY**



**July 16, 2026**

5:30 PM-9:00 PM

Pacific Time

AI agents are already discovering and recommending products for consumers. The next step is inevitable: they will be the ones making the purchase. For business leaders, this shift disrupts customer acquisition strategies, brand loyalty, revenue models, pricing strategies, and forecasting in ways that demand new thinking today, not in five years.

Join a private dinner with senior executives to explore how AI-driven commerce is reshaping strategy and operations across industries. Together, we'll discuss what it takes to build agent-ready data infrastructure, establish trust in autonomous transactions, and stay visible where AI-driven purchasing decisions are actually being made.

TOGETHER WITH

**adyen**