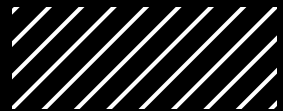
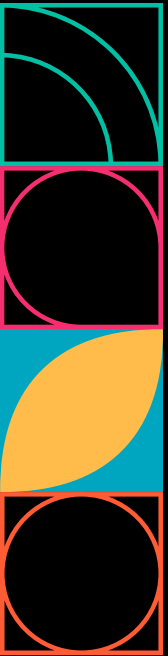
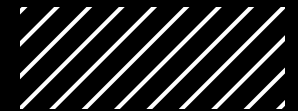


CUSTOMER SUCCESS PROFESSIONALS AT INBOUND



INBOUND 2023 Custom Agenda



INBOUND IS THE ULTIMATE DESTINATION FOR ANYONE

looking to learn, grow, and connect with industry leaders across tech who specialize in marketing, sales, operations, customer success, and much more.

STAY UP TO DATE ON THE LATEST INDUSTRY INNOVATIONS

and approaches, discover new tools and resources to enhance your customer success strategies, and develop fresh skills through hands-on workshops and interactive sessions, selected just for you.

THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset. As a customer success professional, INBOUND sessions will provide tips, tricks, and insights into the need-to-know-business trends and practices crucial to your work, while always keeping customers at the heart of your business.

HOW CAN YOU ALIGN SALES AND SUCCESS FOR IMPACT?

Looking for ways to improve CX with social media conversations?

Want to connect and network with other customer success attendees and leaders?



TOP SESSIONS FOR CUSTOMER SUCCESS PROFESSIONALS

1. A Journey Across HubSpot's Customer Centric Operating Model

with **SID KUMAR** (SVP RevOps, HubSpot)

We'll take you on a tour across our Customer Centric Operating Model (CCOM) to drive a connected go-to-market approach. Learn the phases of our CCOM — Attract, Engage, and Delight — and gain actionable insights and recommendations. Develop frameworks to connect strategy to execution and outcomes. Learn how to leverage input metrics and leading indicators. ***Reservation is required.**

3. Conversations That Connect: Improving CX Using Social Media

with **BROOKE B. SELLAS** (Founder, CEO; B Squared Media)

95% of customers buy based on emotion. But, when you look at most branded content on social media, the content falls flat, boring — comprised of clichés and facts. Mine your social media conversations to improve CX, find new leads, understand brand sentiment, spy on your competitors, and add more to the bottom line using organic social media. ***Reservation is required.**

2. BELONGing — Intersection of DEI and Customer Experience

with **SHONNAH HUGHES** (VP, Global Salesforce Alliance; CGI) and **DAN GINGISS** (Chief Experience Officer, The Experience Maker)

How can businesses authentically engage with different communities to gain their loyalty and hard-earned dollars? By giving them a place to BELONG. Learn how DEI is more than an HR concept; it's about building products and services with your diverse customer base in mind and being inclusive in your marketing. ***Reservation is required.**

4. Gain and Grow: Aligning Sales and Success for Impact

with **CHRISTIAN KINNEAR** (Chief Sales Officer, HubSpot) and **JEETU MAHTANI** (EVP, Customer Success; HubSpot)

It all boils down to either driving growth through new sales, or uncovering opportunities from your existing customers. Join HubSpot's chief sales officer, Christian Kinnear, and EVP of customer success, Jeetu Mahtani, as they sit down to chat through the significance of aligning your sales and customer success efforts to create a cohesive, value-driven customer experience. They'll speak to how they approach it at HubSpot, the business impact, lessons learned along the way, and how to measure success.

TOP SESSIONS FOR CUSTOMER SUCCESS PROFESSIONALS

5. How To Increase NRR by Focusing on Your Customer's Outcomes

with **DAPHNE COSTA LOPES**
(Principal Manager, Success; HubSpot)

How does your business measure customer success? Chances are you are tracking the gold-standard metrics: NRR, product usage, and satisfaction. In this session, we'll demystify the customer outcomes metric, give you tools to define one that makes sense for your company, and show you how to use data effectively to drive growth and scale your customer success team. ***Reservation is required.**

7. The New Age of Customer Education and the Flywheel

with **COURTNEY SEMBLER**
(Director, HubSpot Academy; HubSpot)

Customer education has been declared a must need for growing companies for the last few years. And with so many businesses turning to customer education what can you do to stand-out in this environment? Explore the new age of customer education and how your business or organization can attract, engage, and delight with educational content. ***Reservation is required.**

6. New Email Marketing Test Ideas and Pitfalls To Avoid

with **PIERCE UJJAINWALLA** (Co-founder and CEO, Knak) and **JAY SCHWEDELSON** (CEO and Founder, Outcome Media/SubjectLine.com/GURU Events)

This fast-paced session explores what tactics are working now, new test ideas you can try immediately, and what pitfalls are holding back your email marketing performance. Learn trends to increase open rates, along with finding out the best time to send your email campaigns, and how many times you should be sending them. ***Reservation is required.**

8. How To Drive a Connected GTM Model With RevOps

with **SAM JACOBS** (Founder and CEO, Pavilion), **ALISON ELWORTHY** (EVP, RevOps; HubSpot), and **SID KUMAR** (SVP RevOps, HubSpot)

Companies across industries are moving fast to build out their RevOps teams to enable scaled and efficient growth. We'll share best practices and growth strategies on how HubSpot and other high growth organizations are leveraging RevOps to drive GTM alignment to your C-suite and deliver connected customer experiences across the customer journey.

Explore [INBOUND Sessions](#)



COMMUNITY AND CONNECTION ARE AT THE HEART OF INBOUND.

Deepen your craft and areas of expertise while also expanding your network with a global, diverse, and inclusive community of customer success leaders. **Build meaningful connections at INBOUND** with our new communities and Meetup experiences.

IMMERSE YOURSELF IN A 360° EXPERIENCE

that offers top-notch education, vibrant community-building, entertainment, wellness, delicious food, and other surprise and delight moments on-site. From our VIP Welcome Party and activities at Lawn on D to interactive sponsorship activations and more, **don't miss out on all of the exciting events at INBOUND.**

NEED APPROVAL FROM LEADERSHIP TO COVER THE COSTS OF ATTENDING INBOUND?

Download our Convince Your Boss Letter to explain the value of INBOUND, share the game-changing sessions you're most excited about, and **how attending will level up your personal growth in alignment with your company's goals.**

