

HUMAN[X]

MARKETING @ HUMANX

Explore the transformative impact of AI on marketing frameworks and strategies. Engage with industry specialists unveiling state-of-the-art tools for data-driven lead generation, tailoring content to enhance customer interactions, and maximize marketing ROI.

With an agenda informed by groundbreaking proprietary research conducted by HarrisX and HumanX, attendees will leave with confidence and conviction around their AI futures.

FEATURED SPEAKERS



Swami Sivasubramanian
VP, AI & Data
Amazon Web Services



Sally Shin
Co-Founder
Raive



Scott Belsky
CSO
Adobe



Gina Bianchini
Co-Founder & CEO
Mighty Networks

WHY ATTEND

- [x] Exclusive Insights**
Discover how AI enables marketers to analyze customer data and behavior, forecast future trends, and automate repetitive tasks.
- [x] Tailored Experience**
Engage in sessions on AI-driven customer analytics, campaign tracking, and resource allocation.
- [x] Networking Opportunities**
Connect with marketing experts, industry leaders, and peers through personalized matchmaking and a year-round community platform.
- [x] Actionable Strategies**
Learn practical approaches to implementing AI in multichannel marketing, brand strategy, and customer engagement.

SESSION THEMES

- Personalizing customer experiences: Learn how AI examines customer behavior to deliver personalized suggestions and offers.
- Proactive marketing: Strategize for your marketing needs using AI-predictive analytics.
- The truly creative will flourish: How can you utilize AI to automate repetitive tasks such as email marketing, social media posting, and ad placements?
- Data Analysis: Explore how AI assists in informed decision making by analyzing vast amounts of customer data.

WHO ATTENDS

Chief Marketing Officer // Chief Communications Officer // VP, Demand Generation // VP, Digital Marketing // VP, Marketing // VP, Marketing Operations

REINVENTING THE CONFERENCE EXPERIENCE

We started with a blank sheet of paper and 150 conversations with today's business leaders and top VCs. We weren't surprised by the findings: **most conferences are boring.** They're too big, too confusing, too exhausting, and attendees feel like they are constantly missing something.

Even worse, the experience is not worth the investment. Subpar food, glitchy AV and WiFi, lackluster event technology, and obvious pay-to-play speakers leading to a haphazard agenda all impact the single most important aspect of any conference—your ROI.

AT HUMANX, YOU CAN EXPECT:

CONFERENCE THREADING

A threaded programming model, where you live a conference experience completely unique to your sector, function, and needs, but are surrounded by (and at times paired with) industry or functional peers

THOROUGH RECAPPING

On-demand recordings of all sessions, with real-time transcriptions and AI summaries accessible year-round in the state-of-the-art event app

AI PERSONALIZED EXPERIENCES

Personalized, AI-driven suggestions around content, special events, and matchmaking

AI ASSISTANT

"HumanX Memory" which automatically tracks and stores who you met, the companies you spoke with, and which sessions were most helpful

CUTTING EDGE APP

Cutting-edge wayfinding to help locate the people, companies, and content you care about

COMMUNITY

A year-round community of like-minded leaders joining you on this journey

THE HUMANX DIFFERENCE

Built by the team behind Money20/20, Shoptalk, and HLTH, HumanX is not your average conference.

Informed by years of building premier industry conferences, we're rewriting what it means to attend, sponsor, or participate in a conference.



ATTEND

www.humanx.co