Did you know?
Enterprise World 2018 features a full schedule of 42 Customer Experience Management sessions, including eight breakout sessions specifically on Web Content Management, at least five theater sessions at the demo pod and 30 theater sessions inside the Exhibit Hall. In the Experience Lab, you can join our fictional winery as it prepares to launch a new wine to customers, distributors and retailers using Exstream™ and other OpenText Customer Experience software.

OpenText solution experts and customers designed and delivered these sessions to help you gain the most value from your implementation. Join us in Toronto for:

- First access to innovations, roadmaps and strategies to get an early start on planning your digital journey, as well as an opportunity to provide direct feedback and ask questions to OpenText product experts.
- Hands-on learning in workshops, including tips and tricks and practical insights on how to derive the most value from your investment. You will return to your office with a better sense of how to take full advantage of your OpenText solution.
- Networking opportunities and in-depth discussions on market trends, digital disruptors, success stories and digital transformation best practices with industry and technology experts and thousands of professionals from the OpenText global customer base.

OpenText is bringing a record number of product engineers and technical services professionals to meet with, educate and assist you.

Don't miss this opportunity!
Enterprise World 2018 sessions relevant to you:

There are more than 200 sessions to choose from at Enterprise World this year. Feel free to build your own agenda by selecting and browsing sessions here. If you are interested in the sessions related to Web Content Management, we have highlighted the sessions that we think are most relevant:

**General keynote session**

*Tuesday, July 10*

Join OpenText Vice Chair, CEO and CTO Mark Barrenechea and Canadian author, journalist and speaker Malcolm Gladwell to kick off Tuesday in the general keynote session. Afterwards, enjoy lunch and an invitation-only Product Advisory Council. Later in the afternoon, OpenText’s Kuldeep Misri and Jason Jackson will cover product strategy and roadmaps for WCM & Optimost™. We encourage you to attend the Customer Experience Management breakout sessions during the day as well as these interesting and practical sessions on TeamSite™.

**CEM-210 How to containerize your TeamSite/LiveSite environment with automation tools**

*Tuesday, July 10, 1:00 pm-1:50 pm*

This practical session will demonstrate the benefits of Docker support and the ability to scale up and scale down your TeamSite development resources through containerization.

**CEM-209 Creating dynamic experiences with native single page applications in TeamSite**

*Tuesday, July 10, 2:00 pm-2:50 pm*

Caught between the IT and marketing worlds, marketers have often been unable to tap into the full potential of single page applications. In this step-by-step workshop, learn how TeamSite "democratizes" the single page application for content authors and digital marketers and reduces the back and forth between the marketing and IT groups.

**CEM-114 What’s new in TeamSite 16.4 & 16.3?**

*Tuesday, July 10, 4:10 pm-5:00 pm*

Attend this session to learn about the latest features released in fiscal 2017 and get a peek into the planned developments for fiscal 2018.

**TeamSite customer session**

*Wednesday, July 11*

After lunch and the general session, we hope you’ll attend our TeamSite customer session featuring a special guest speaker from RBC Capital Markets!

**CEM-115 Case study: Royal Bank of Canada (RBC) Capital Markets delivers superior engagement with TeamSite & LiveSite**

*Tuesday, July 10, 4:10 pm-5:00 pm*

Learn how the Capital Markets division at the Royal Bank of Canada (RBC), one of Canada’s five largest banks, uses TeamSite and LiveSite to engage employees and customers with highly-personalized digital experiences and targeted content post-log-in to drive business results.

**CEM-116 The art of customer engagement with authenticated experiences**

*Tuesday, July 10, 5:10 pm-6:00 pm*

Winning new customers is a lengthy, expensive process. It’s where most companies focus their marketing and sales and revenue generation efforts, with little investment in what happens to prospects once they become customers. Yet statistically, existing customers are the best source of increased revenue—at a much-reduced cost. Learn how TeamSite can help organizations deliver meaningful, engaging and highly-personalized experiences to customers to improve brand engagement, customer retention and customer action.
Thursday is full of sessions specifically related to WCM, WEM and WSM.

**CEM-131 Turbo-charging your web customer engagement with intelligent visual content delivery**

**Thursday, July 12, 9:00 am-9:50 am**

Smart marketers know that visual content is fundamental to emotionally connecting with your audience. Identifying and using the right visual content for the right context and personalizing this at scale is no easy task. In this session, learn how artificial intelligence can tag visual content for a smarter, more strategic DAM and WCM ecosystem.

**CEM-132 Using data science to boost customer engagement**

**Thursday, July 12, 4:10 pm-5:00 pm**

Customers are demanding experiences that are highly specific to them—almost to the point of being individualized. Traditional segmentation is often too broad and doesn't do enough to identify the right customers for the right offering or message. In this session, learn how multivariate testing and big data can be used to uncover key customer segments, refine web targeting and deliver highly personalized and relevant content to your audiences.

**CEM-120 How headless CMS is empowering marketers**

**Thursday, July 12, 2:00 pm-2:50 pm**

With the advent of new devices, Internet of Things, emerging technologies such as wearables and virtual assistants, headless is experiencing a resurgence in popularity. In this session, you will learn about why headless is important, whether it is the right approach for your organization and how marketers—who are continually challenged with delivering content and designing experiences for a variety of devices and formats—can benefit from headless vs. a traditional CMS.

**CEM-216 Go beyond the portal to create engaging post-log-in experiences**

**Thursday, July 12, 10:10 am-11:00 am**

Take post-log-in digital experiences even further by incorporating more sophisticated, dynamic applications. We will chat with experts to share how they have moved “beyond the portal” to create engaging, personalized content.

**CEM-117 Connecting intelligent content with social media communities**

**Thursday, July 12, 10:10 am-11:00 am**

Companies generate a huge amount of content, mostly provided within their own media and channels. An additional community platform supplies an ideal way of reaching your treasured target group—active users of your product. This session will show how to get engaged with communities and how to integrate third-party social platforms to combine them with data to create a personalized, targeted platform. You will see in detail how to handle external social content with OpenText Web Experience Management or OpenText Web Site Management.

**CEM-121 Opening the vaults: Leveraging OTMM & WSM to drive Ingenium's digital archives**

**Thursday, July 12, 11:10 am-12:00 pm**

Ingenium's new Digital Archives web portal gives Canadians unprecedented access to the archives of three national museums. This session reviews the challenges and best practices for how Ingenium deployed OpenText Media Management and OpenText Web Site Management to publish thousands of digital assets on the web, transforming internal workflows in the process.

**CEM-204 How a Financial Services customer uses TeamSite to improve marketing agility**

**Thursday, July 12, 11:10 am-12:00 pm**

See how DBS Bank uses OpenText TeamSite to support its digital strategy and prepare for the next wave in delivering optimal, omni-channel experiences.
We’ll also have several 20 to 30-minute talks in the CEM theater in the Expo Hall covering:

The latest developments in:
• TeamSite™
• Optimost™
• Web Experience Management (WEM)
• Web Site Management (WSM)

Related topics such as:
• Mobile enhancements with AppWorks™
• Business-friendly interface with Experience Studio
• Optimization with Optimost
• WEM and WSM roadmaps

The theater session schedule will be posted in the event app, which will be ready for download a few days before the event, as well as at our demo pod.

New this year!
The Customer Experience Management group will have eight demonstration pods in the Expo Hall, with one of those dedicated to Web Content Management.

The Experience Theater will be home to 30 additional sessions around customer experience best practices, scheduled product demos and more.

The Experience Lab will showcase how you can deliver a consistent, outstanding experience for your customers across all touch points, from the public website to your communications, call center and more.

Want a hands-on deep dive?
Join the OpenText crew in our Innovation Lab, where you can provide feedback on certain products and collaborate with OpenText user experience designers and researchers.

Visit the OpenText Developer Lab to learn how to build applications with our engineering team in beginner and advanced sessions.