



Modern CX Recap

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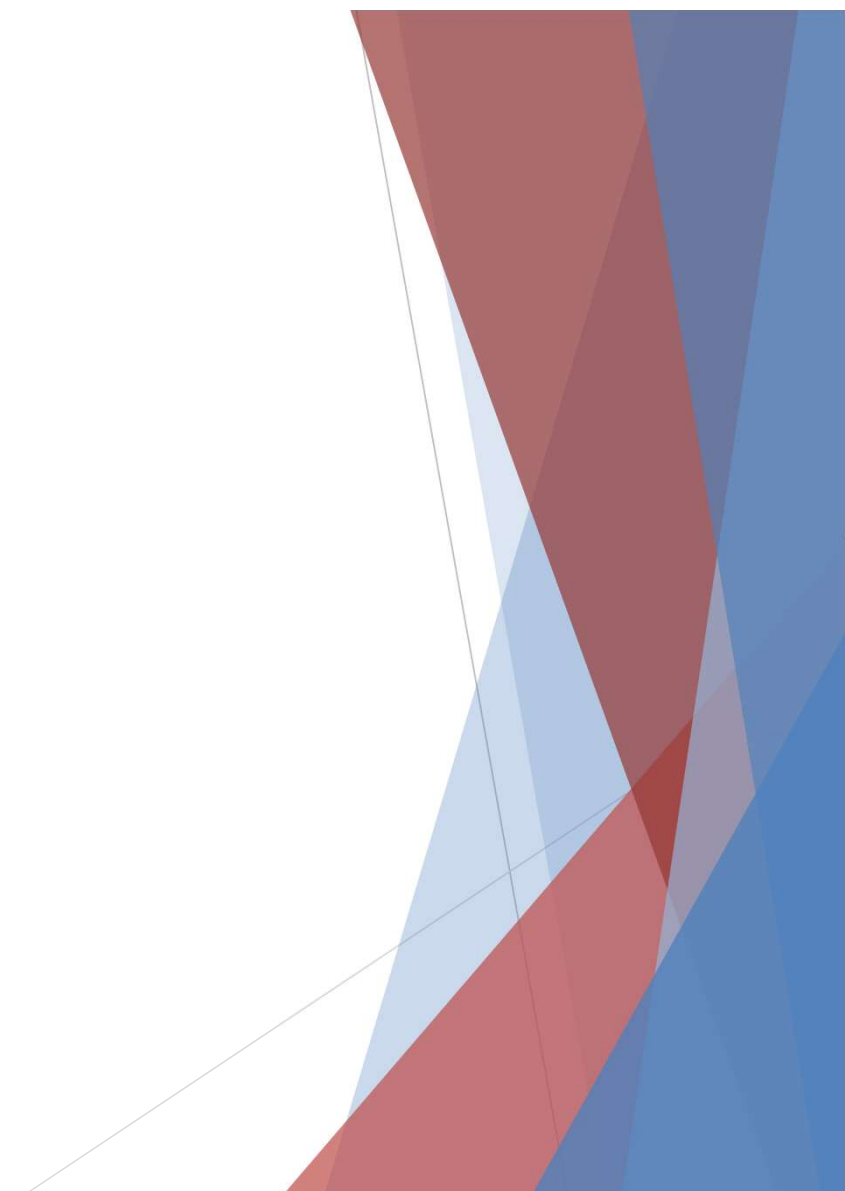
Overall Impression of Modern CX

- ▶ Great networking opportunities
- ▶ Had a hard time filling up my schedule with sessions
- ▶ Chicago in April was not what I think they thought it would be...



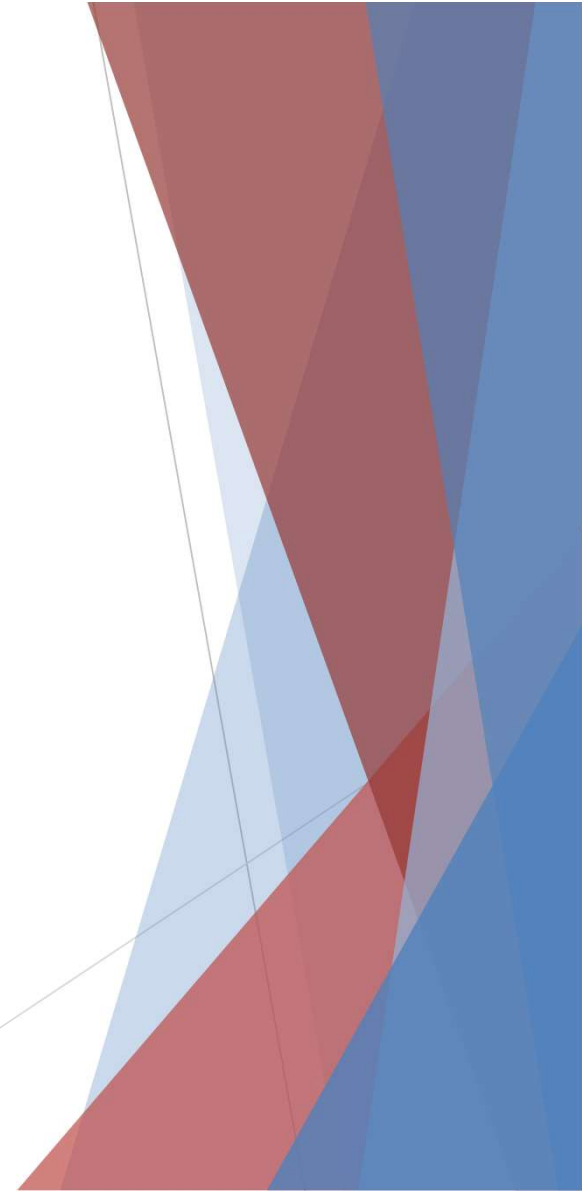
What I Learned...

- ▶ GDPR is no joke...
 - ▶ Learning how other companies are handling it
 - ▶ Timeline to plan, implement, and rollout
- ▶ Priorities for the other Eloqua users in my “company”
 - ▶ Arrow ECS & Arrow Digital



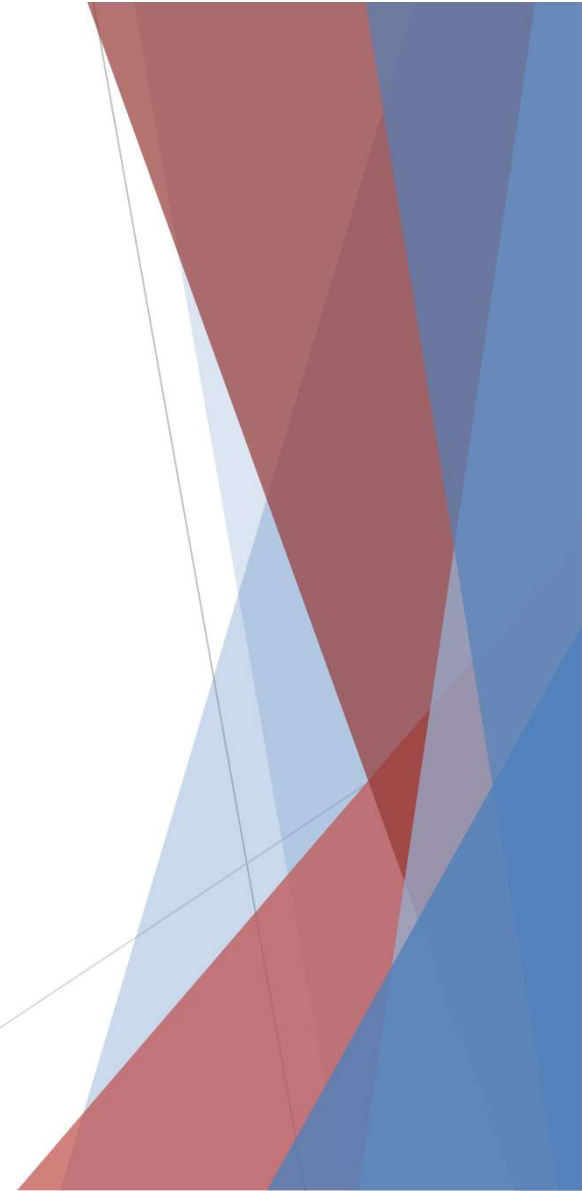
What I Liked...

- ▶ Symantec's presentation on GDPR and the actions they're taking to tackle this new hurdle
- ▶ Great networking
- ▶ Event App (sort of)
 - ▶ Easy to use
 - ▶ Session Details



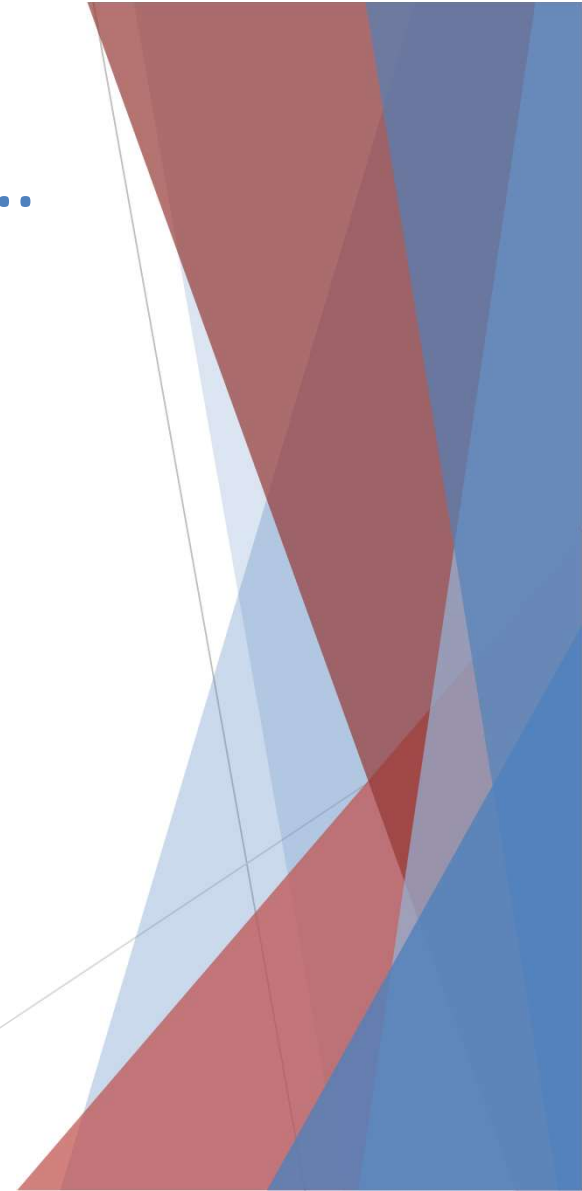
Something Unexpected...

- ▶ The amount of space we had for the conference
- ▶ Not being able to register for more than one session during a specific time
- ▶ Sloths



What I am Implementing at my job...

- ▶ Database cleansing
- ▶ Processes for CASL & GDPR
- ▶ New templates in the Email Design Editor



Contact Me

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