



# Modern CX Recap

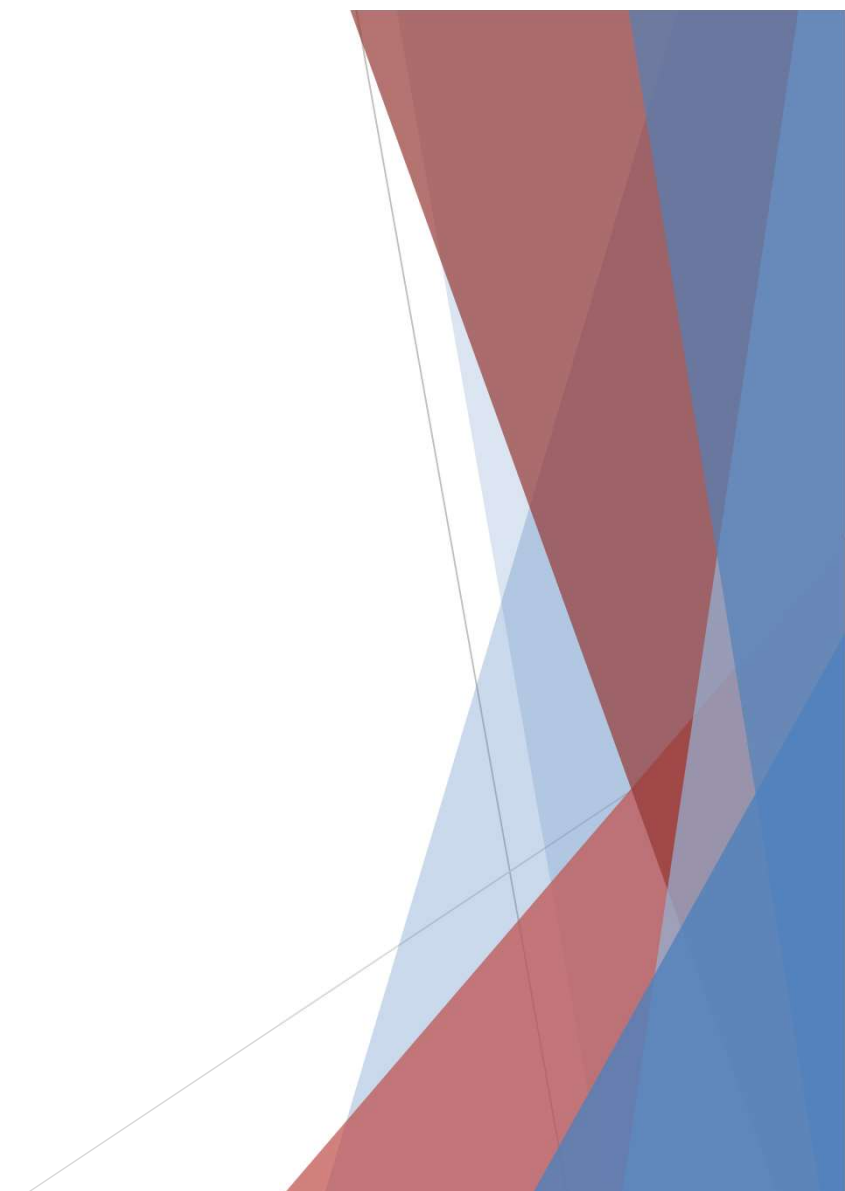
# Overall Impression of Modern CX

- ▶ Great event if you have the ability to attend
- ▶ Not going to replace the Oracle Marketing Cloud Academy
- ▶ Keynotes and headliners were not as exciting as years past
- ▶ It wasn't Vegas



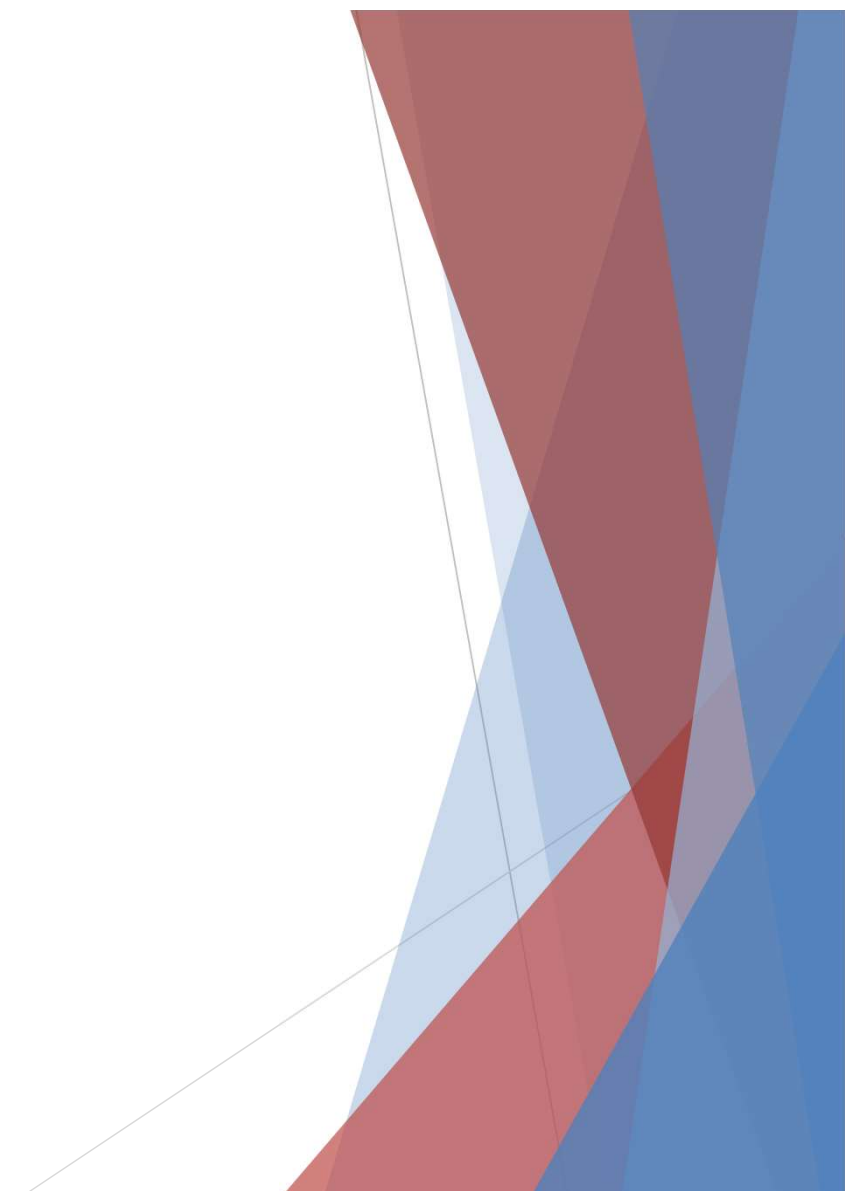
# What I Learned...

- ▶ Better insight to industry leading practices
- ▶ GDPR



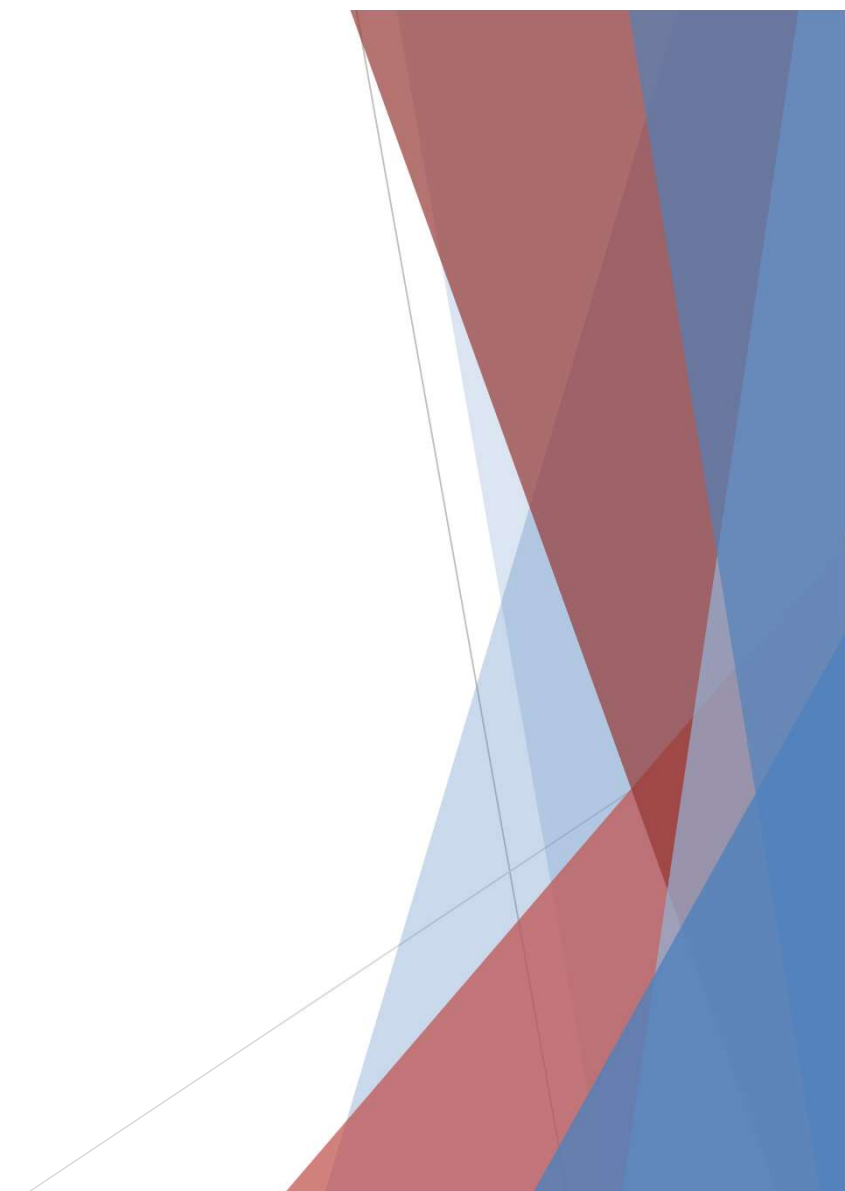
# What I Liked...

- ▶ The networking
- ▶ The vendors
- ▶ Seeing best practices



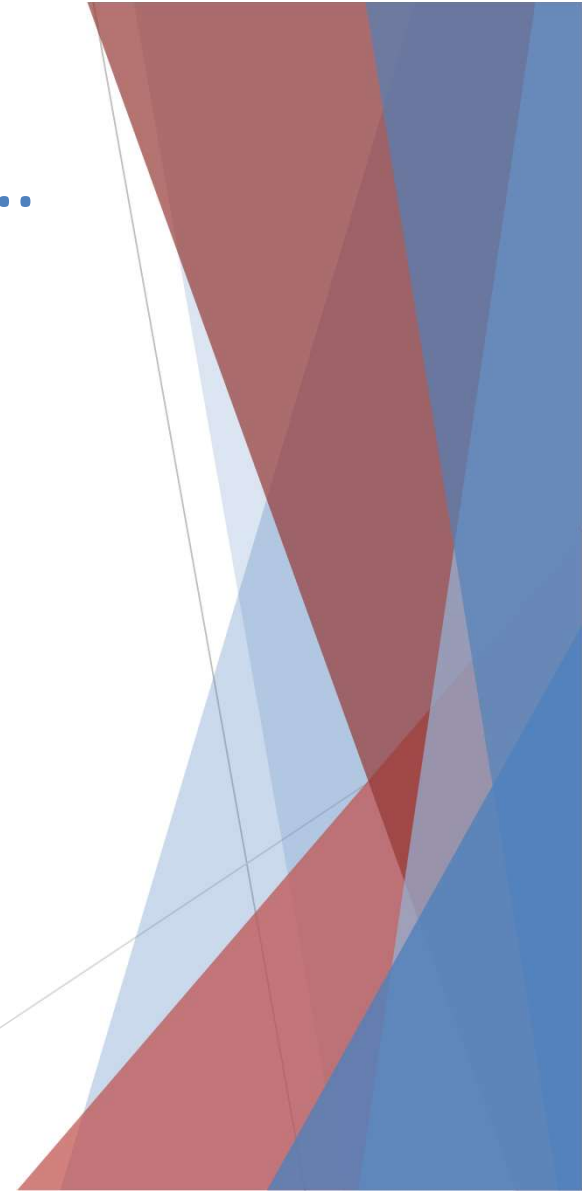
# Something Unexpected...

- ▶ Chicago and the weather!
- ▶ The walking
- ▶ Session registration process



# What I am Implementing at my job...

- ▶ Refinement to some of my existing programs/campaigns
  - ▶ GDPR
  - ▶ Nurturing
- ▶ A better data cleansing process



# Contact Me

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