

**March 25, 2021**

**11am-12:30pm PST**

# 8th Annual ENP Customer Centricity Summit

## Emerging Digital Strategies & Emphatic Designs for Customer Engagement

Register here: [www.enpinstitute.com/events](http://www.enpinstitute.com/events)

**Speakers include:**



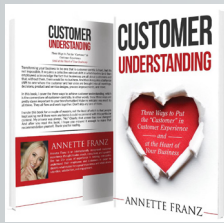
**Greg Melia, CAE,**  
CEO, Customer Experience Professionals Association (CXPA)



**Matt Nisonger,**  
Director of Customer Success, Pendo



**Annette Franz,**  
CCXP, Founder + CEO, CX JOURNEY Inc.  
Author, CUSTOMER UNDERSTANDING



**Jayson Duncan,**  
CEO, Miller Farm Media



**Jenny Dinnen,**  
Chief Ideation Officer & Futurist MacKenzie



**Ben Newcomb,**  
VP of Sales Pragmatic Institute



**Brian C. Andersen**  
Founder/CEO Telecomprehensive Solutions

**Topics include:**

- ▶ 5 major CX trends for 2021-2022 that will shape the rebound and recovery
- ▶ How to boost sales at all stages of the customer lifecycle (Customer Value Execution)
- ▶ Streamlining product development to launch for accelerated and targeted results
- ▶ Digital live channel improvements for an improved customer experience & ROI

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