November 2023

# TOPICS & THEMES, SUB-TOPICS, SESSION FORMATS, AND CALL FOR CONTENT EXAMPLES

# TOPICS & THEMES, SUB-TOPICS, CALL FOR CONTENT EXAMPLES

# Topics And Themes

- Your Professional Journey
- The Customer Journey
- The Employee Journey
- The Public Sector Journey

# Sub-topics

- Artificial Intelligence (AI)
- Contact Center
- Integration
- Migration to Cloud
- Professional Development
- Security
- Services
- Unified Communications
- Solution Roadmaps

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# 2024 Avaya ENGAGE Topics & Themes Call for Content Examples

| Your Professional Journey | The Customer Journey | The Employee Journey | The Public Sector Journey |
|---|---|---|---|
| *"Empowering Your Professional Growth to Excel Your Organization"* | *"Transforming Customer Interactions into Growth Opportunities"* | *"Crafting a Culture of Excellence in the Workplace"* | *"Driving Efficiency and Impact in Public Service"* |

**Your Professional Journey**

This track will equip participants with comprehensive Customer Experience (CX) know-how, AI technology, and cloud computing essentials.

Seeking proposals that share innovative CX strategies and success stories. Demonstrate how technological fluency and strategic foresight can lead to leadership breakthroughs and competitive advantage in the tech ecosystem.

**Potential Focus Areas:**

- Advanced CX Strategies
- AI and Cloud Technology Mastery
- Business Leadership and Innovation
- Navigating Change with Confidence

**Presentation Examples:**

- Become an AI Rockstar: Mastering Intelligent Technologies
- How to be the Cloud Expert in the Room
- Charting Your Course from Zero to Hero Leadership
- Foster Innovation Superpowers with an Agile Mindset
- The Quest for Continuous Growth: Level Up Your Skills

**The Customer Journey**

This track will teach participants to harness AI and analytics for superior service, optimize support operations, and craft impactful customer journeys.

We invite insights on transforming customer engagement with cutting-edge solutions. Show us how you leverage omnichannel strategies and data-driven decisions to revolutionize the customer journey.

**Potential Focus Areas:**

- Omnichannel Engagement Techniques
- AI-Enhanced Customer Service
- Data-Driven Decision Making
- Tailoring Journeys for Every Customer
- Orchestrating the Digital Experience
- Data Privacy, Security and Compliance

**Presentation Examples:**

- Delivering Show-Stopping Omnichannel Experiences
- Turning Customer Insights into Revenue Growth
- AI-Powered Personalization: Wow Your Customers
- What Does a Multi-Modal Experience Look Like?

**The Employee Journey**

This track will provide participants with strategies to optimize operations while elevating the employee experience, leveraging digital tools for enhanced engagement and management.

Share your strategies and tools for building a vibrant workplace culture. Proposals should highlight how to engage teams, enhance digital fluency, and inspire continuous innovation.

**Potential Focus Areas:**

- Next-Gen Employee Experience
- Management Innovation and Agility
- Digital Proficiency and Development
- Roadmap to Exceptional Employee Engagement

**Presentation Examples:**

- Transforming Your Agents into Superheroes
- Craft a Blockbuster Digital Employee Experience
- Build a Dream Team Culture that Rocks Employee Experience
- Enable Hybrid Productivity Like a Rock Star
- Ignite the Creative with New Collaboration Tools

**The Public Sector Journey**

This track will provide a deep dive into leveraging technology for efficient governance, improved resource allocation, and enhanced public engagement.

Here we are looking for content that demonstrates impactful tech and policy initiatives in the public sector. Present your success stories and methodologies for driving efficiency and impactful public engagement.

**Potential Focus Areas:**

- Technological Innovation in Governance
- Data Analytics for Civic Improvement
- Engaging Public in Policy and Service
- Blueprint for Advanced Public Solutions
- Security and Compliance

**Presentation Examples:**

- AI and Automation: Be a Civic Hero
- Using Your Data to Both Predict and Shape the Future
- Build Public Trust Like a Superstar
- The Quest to Become a Smart City Champion

# Avaya ENGAGE 2024 Sub-topics Descriptions

| Artificial Intelligence (AI) | Contact Center |
|---|---|
| AI empowers organizations to elevate customer and employee experiences through intelligent interactions. Discover how AI-enabled solutions can optimize operations, prevent failures, resolve issues proactively, and drive continuous improvement. Key focus areas include:<br><br>• Deploy intelligent virtual agents to streamline customer interactions and improve resolution times.<br>• Utilize predictive analytics to enhance app stability and self-repair capabilities.<br>• Implement natural language processing to enrich voice and text communications for better user understanding.<br>• Apply machine learning to refine strategic decision-making processes and business outcomes. | Reimagine customer engagement within modern contact centers. Learn how AI and automation can streamline operations, while data-driven insights guide agents to provide exceptional personalized, omnichannel support. Explore strategies around:<br><br>• Introduce omnichannel routing to provide seamless self-service across all customer touchpoints.<br>• Synchronize back-office systems to create a comprehensive agent workspace, increasing efficiency.<br>• Enhance agent workflows to bolster productivity and customer engagement quality.<br>• Employ analytics to align customer queries with the most qualified agents, improving satisfaction.<br>• Foster customer loyalty through consistently outstanding service experiences. |
| **Integration** | **Migration to Cloud** |
| Achieve enhanced workflows by integrating communications platforms across devices, networks, and business applications (e.g. Microsoft Teams, Microsoft Dynamics 365, Salesforce). Discover integration strategies to boost productivity, streamline operations, and deliver seamless user experiences. Explore key topics around:<br><br>• Utilize platform APIs to tailor software development to specific business needs.<br>• Integrate CRM, Unified Communications, and Contact Centers to streamline information flow.<br>• Ensure device and network interoperability for a cohesive technology environment.<br>• Incorporate cloud services to simplify and enhance business process automation. | Accelerate innovation and drive agility by transitioning communication and collaboration solutions to the cloud. Understand how cloud-based models can enhance scalability, reduce costs, and simplify management. Discover use cases focused on:<br><br>• Foster business agility by adopting flexible cloud consumption models that scale with demand.<br>• Virtualize network functions for more agile and cost-effective network management.<br>• Leverage UCaaS and CCaaS to enhance communication efficiency and scalability.<br>• Implement hybrid and multi-cloud strategies for robust, flexible IT ecosystems.<br>• Prioritize cloud security and compliance to protect business and customer data. |

# Avaya ENGAGE 2024 Sub-topics Descriptions

## Professional Development

Develop skills to advance your career in a rapidly evolving technology landscape. Learn techniques for continuous learning and how to stay updated on the latest innovations. Discover best practices around:

- Enhance leadership skills to drive organizational vision and strategic direction.
- Develop a data-driven CX innovation business case to persuade executive investment.
- Stimulate creativity and innovation to generate novel solutions and approaches.
- Adopt agile project management to accelerate delivery and responsiveness.
- Cultivate high-performance teams equipped to adapt to changing business needs.

## Security

Bolster data and network security across distributed environments. Learn how to safeguard UC, CC, and network infrastructure against breaches and attacks. Dive into topics including:

- Implement multi-factor authentication to strengthen access security and reduce risk.
- Fortify endpoints and networks against emerging threats to maintain business continuity.
- Apply robust encryption and access controls to protect sensitive data.
- Utilize security analytics for proactive threat detection and enhanced situational awareness.
- Establish insider threat programs to safeguard against internal security risks.
- Ensure zero trust cloud security compliance to minimize external security risks.

## Services

Accelerate outcomes by leveraging Avaya Customer Experience Services (ACES) for strategy, implementation, adoption, and continuous optimization. Explore how ACES can augment capabilities around:

- Utilize ACES for strategic planning and execution to enhance customer engagement solutions.
- Streamline deployment and integration processes for improved operational efficiency.
- Provide comprehensive training and support to ensure smooth adoption of new technologies.
- Offer managed services for continuous operational reliability and improvement.
- Employ advanced analytics for insightful business intelligence and decision support.

## Unified Communications

Unified communications empowers teams to connect and collaborate seamlessly. Experience how integrating messaging, voice, video, and content sharing can unite distributed workforces. Explore strategies around:

- Enable fluid meeting and collaboration experiences to boost productivity and engagement.
- Lay the groundwork for exceptional employee and customer interactions.
- Support hybrid work environments with scalable communication solutions.
- Ensure global collaboration with a focus on security and regulatory compliance.
- Reimagine and optimize security with employee id, verification, and biometric authentication.

# SESSION FORMATS

# Potential Session Types/Formats

| Format | Description |
|---|---|
| Single or Multi-Person Presentation | The backbone of the conference breakout structure, this session type can be presented on a topic or a group of related topics by a single person or multiple presenters. |
| Fireside Chat / Panel Session | A fireside chat consists of a moderator and one or more subject matter experts. (Typically the panel session has more than one participant. Fireside chat is usually only one participant with the moderator or host.) The moderator uses a pre-selected set of talking points or questions to guide a discussion around or about a specific topic. The talking points or questions are posed to the participants to discuss their knowledge, experience, and advice. |
| Hands-on Lab | These sessions allow attendees to manipulate, observe, explore, and think about technology using physical and digital materials. |
| Master Class | Developed for real-world scenarios to improve your experience and support capabilities, including the possibilities of implementing new tech, cloud methods, customer touchpoints and more. |
| Case Study | Partners and their clients use real-life use-cases to share best practices and invaluable tips for tackling big challenges. |
| Workshop | Fast-paced, interactive activity-based sessions loaded with practical takeaways that'll sharpen skills and challenge thinking. |
| Business Case | Calculating ROI/TCO, business benefits/costs, impacts on user departments and individual users. |
| Get Inspired (TED Talk Style) | A TED Talk type session is short, intense, and is a platform where experts, innovators, and storytellers share their insights and experiences. The goal is to inspire, educate, and spark thoughtful conversations. |
| Ask the Experts | Similar to a fireside chat, this session brings together subject matter experts on a specific topic, but the structure is more of a Q&A format to provide opportunities for attendees to ask questions. Typically the guidelines prohibit site-specific questions. |

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