



PegaWorldiNspire

# We want to hear your story.

June 11–13, 2023 | MGM Grand, Las Vegas



## Ready to iNspire? Share your story at PegaWorld Call for presentations

**Submission deadline: Friday, October 14, 2022, 5 PM EDT**

*You know those stories that stick with you? The ones that excite, engage, and inspire you to new heights? We want to hear yours! We're looking for submissions for our lineup of speakers at PegaWorld from June 11–13, 2023. Fill out the below form for consideration.*

*\*All fields with an asterisk are required.*

### 1. \* Who will be the lead speaker for this session?

- Pega client
- Pega partner
- Pega employee
- Third-party speaker (analyst, influencer, etc.)

#### **\*If the Pega employee option is selected (internal submissions only):**

Tell us what type of Pega-led session you are proposing:

- Thought leadership:** Pega thought leadership (such as Future of IT)
- Engagement strategy story:** Which engagement strategy? What's the message?
- Industry story:** Which industry? What's the message?
- Pega technology or best practice:** Please give details (such as Cosmos React, DX API, Process AI, COE best practices, Pega 101, or V&R sessions).

### 2. \* Session title: Be succinct, catchy, and descriptive. Convey what your session is about. Be sure to include your company name in the title. (120-character limit)

**3. \* Session abstract: Briefly describe your story.**

*(600-character limit)*

**4. Is there anything else to share about this story and why it would be valuable to a PegaWorld attendee?** *(500-character limit)*

**5. \* How would you best describe the business value delivered by the Pega solution?**

- Build a human connection in every interaction (always-on, AI-powered decisioning; real-time data activation; impactful analytics)
- AI-powered customer service automation (Customer-journey at the center, self-service, proactive service, AI-powered automation, hyper-personalized service)
- Work smarter to be ready for anything (low code, self-optimizing workflows, scale, etc.)
- Other, please explain: \_\_\_\_\_

**6. \* How long did it take to deploy this project (or phase) of the project?** *(200-character limit)*

**7. \* Please select the primary product you'll refer to in your presentation:**

- Pega Customer Service
- Intelligent automation
- Pega Customer Decision Hub
- Pega Field Service
- Pega Marketing
- Sales Automation
- Pega Robotic Automation
- Pega Cloud

**8. Please select the industry with which your story and use case most closely align:**

- |   |   |
|---|---|
| <input type="checkbox"/> Airlines and Travel              | <input type="checkbox"/> Internet, Web Services, and Social Media |
| <input type="checkbox"/> Automotive                       | <input type="checkbox"/> Life Sciences                            |
| <input type="checkbox"/> Communications Service Providers | <input type="checkbox"/> Manufacturing                            |
| <input type="checkbox"/> Consumer Goods                   | <input type="checkbox"/> Media and Advertising                    |
| <input type="checkbox"/> Cross-Industry                   | <input type="checkbox"/> Retail                                   |
| <input type="checkbox"/> Education                        | <input type="checkbox"/> Technology Services                      |
| <input type="checkbox"/> Financial Services               | <input type="checkbox"/> Transportation, Freight                  |
| <input type="checkbox"/> Government                       | <input type="checkbox"/> Logistics Utilities                      |
| <input type="checkbox"/> Healthcare                       | <input type="checkbox"/> Other                                    |
| <input type="checkbox"/> High Technology                  |   |
| <input type="checkbox"/> Hospitality and Entertainment    |   |
| <input type="checkbox"/> Insurance                        |   |

**9. Please select the topics that your story most closely aligns with:**

- |  |  |
|--|--|
| <input type="checkbox"/> AI and decisioning      | <input type="checkbox"/> Digital transformation            |
| <input type="checkbox"/> As-a-Service            | <input type="checkbox"/> Intelligent automation            |
| <input type="checkbox"/> Business agility        | <input type="checkbox"/> Low-code development              |
| <input type="checkbox"/> Case management and BPM | <input type="checkbox"/> Operational excellence            |
| <input type="checkbox"/> Chat and messaging      | <input type="checkbox"/> Personalized customer experiences |
| <input type="checkbox"/> Cloud                   | <input type="checkbox"/> Rapid delivery                    |
| <input type="checkbox"/> Compliance              | <input type="checkbox"/> Robotic process automation        |
| <input type="checkbox"/> Customer engagement     | <input type="checkbox"/> Sales automation                  |
| <input type="checkbox"/> Customer service        | <input type="checkbox"/> Scalability                       |
| <input type="checkbox"/> Self-service            | <input type="checkbox"/> UX and design                     |

**10. Was your project deployed on Pega Cloud?**

- Yes
- No

**11. \* Is the proposed session a panel?**

- Yes
- No

**12. Was a partner involved in this project?**

- Yes
- No

**If “yes,” which partner? Please provide details on the partner and how they defined the solution and delivered the outcome. (500-character limit)**

**13. What were the final business outcomes of this project (ROI, impact to business, KPI results)? (500-character limit)**

**14. Submitter details. Please provide your contact information so we can notify you once decisions have been finalized.**

\* First name: \_\_\_\_\_

\* Last name: \_\_\_\_\_

\* Email: \_\_\_\_\_

\* Company: \_\_\_\_\_

\* Title: \_\_\_\_\_

LinkedIn URL: \_\_\_\_\_

**15. In which country is your organization based?**

\_\_\_\_\_

**16. \* Are you the primary speaker for this proposal?**

- Yes
- No

**17. \* If not the primary speaker, has the speaker/customer approved this submission?**

- Yes
- No

**18. Please list any additional speakers (name, title, organization, email).**

- \*Acknowledgement: I understand that the submission of this form is **not** a guarantee of presentation acceptance. By submitting this form, I understand that, if this story is selected, I agree to publish speaker names, abstracts, company names, and company logo to Pega's website. I understand that the presentations will be recorded, and videos will be posted to the PegaWorld website following the event.*