Call for presentations!

Submission deadline: Friday, October 11, 2024, 5 PM ET

Let's. Get. Inspired! Stories teach us new ways of thinking, expand our imaginations, and explore the vast realm of possibility. That's what we want. We want to hear how you've innovated, optimized and catapulted your business to the next level. We're looking for submissions to be selected for PegaWorld on June 1–3, 2025. Fill out the form below for consideration.

*All fields with an asterisk are required.

1. ***Who will be the lead speaker for this session?**
   - ☐ Pega **client**
   - ☐ Pega **partner**
     - ☐ **Partner only**
     - ☐ **Partner with client**
   - ☐ **Third-party speaker** (analyst, influencer, etc.)
   - ☐ Pega **employee**; select one:
     - ☐ **Thought leadership:** Pega thought leadership (such as the future of Generative AI)
     - ☐ **Business-transforming industry outcomes:** Which engagement strategy (Personalize Engagement, Automate Customer Service, Streamline Operations) and what message?
     - ☐ **Pega technology or best practice:** Please give details (such as Knowledge Buddy, Intelligent Treatments, Cosmos React, DX API, Process AI, COE best practices, or Pega 101, etc...)

2. **Is Pega Blueprint featured in this session?**
   - ☐ Yes
   - ☐ No

3. **Does your story involve the use of Pega AI? If so, please describe how Pega AI is integrated into your story, highlighting its role and impact on the overall narrative.**
   - ☐ Yes
   - ☐ No
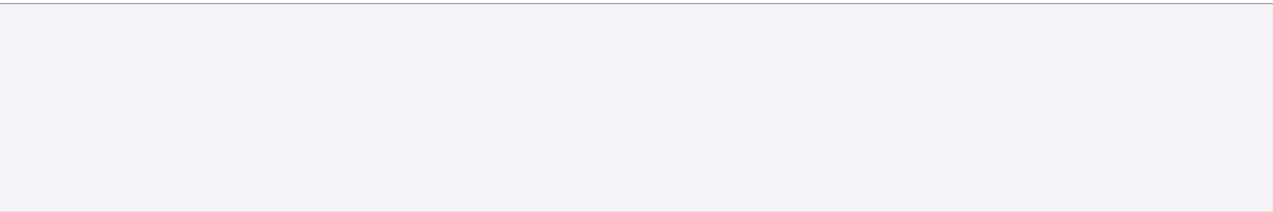
4. ***Which statement best describes the main message of your story? Specifically, we are looking for stories about:**

- ☐ **Personalized Engagement:**
    - ☐ Pega works as the AI decisioning brain in the center of your tech stack
    - ☐ You've transitioned from traditional marketing to one-to-one customer engagement
    - ☐ You've used AI decisioning for pre-emptive service to reduce costs and improve experience

- ☐ **Automated Customer Service:**
    - ☐ Make every agent your best agent with AI and automation
    - ☐ Automate work from the contact center with AI-powered self-service
    - ☐ Proactive service – predict and act on client needs as or before they occur
    - ☐ Transform service without disrupting your existing operations by incrementally improving service one journey at a time

- ☐ **Streamlined Operations:**
    - ☐ Accelerate lasting transformation by using GenAI to build workflows in an instant
    - ☐ Connect customers to the workflows that are working on their behalf, providing a front door to the back office
    - ☐ Extend your management and coaching to turn every manager and employee into superstars
    - ☐ Improve efficiencies by orchestrating and optimizing with automation and intelligence

- ☐ **AI-powered Intelligent Sales Automation:**
    - ☐ Inject AI and automation in your selling processes to optimize productivity and efficiency
    - ☐ Quickly implement your sales solution across your team, achieving fast time-to-market
    - ☐ Increase user adoption across your sales automation solution

- ☐ **Other**, please explain: _____

5. ***Session title: Be succinct, catchy, and descriptive. Convey what your session is about. Be sure to include your company name in the title. Include Client name, if relevant.** *(100-character limit)*

    Example Client Title: Maximizing ROI: [Your Company] Unveils Data-Driven Strategies for Future Growth

6. **Is this a legacy modernization and transformation story? If yes, please incorporate the details into the abstract.**

☐ Yes

☐ No

7. ***Session abstract: Briefly describe your story. A good rule: Opening sentence should draw people in to read more. Next two sentences should be descriptive about the product or project. Last sentence should be fun and catchy!**
(500-character limit)

Example Abstract: Discover how [Client Name] revolutionized their business using Pega software. By streamlining operations and enhancing customer engagement, they've drastically reduced wait times and improved service delivery. Join us to learn how these changes increased their ROI and created a more satisfying experience for their customers.

8. **What is the standout moment or key highlight of your story that will capture the audience's attention?**

9. ***Please select the <u>primary product</u> you'll refer to in your presentation (select one):**
   ☐ Pega Customer Service
   ☐ Pega Intelligent Automation
      ☐ Low-code Application Development
      ☐ Process and Task Mining
      ☐ Process optimization (AI)
      ☐ Process orchestration (Process Fabric)
      ☐ Case management
      ☐ Robotic Process Automation (RPA)
   ☐ Pega Customer Decision Hub
   ☐ Pega Sales Automation
   ☐ Pega Cloud

10. ***Please select any additional products you'll refer to in your presentation:**
   ☐ Pega Customer Service
   ☐ Pega Intelligent Automation
      ☐ Low-code Application Development
      ☐ Process and Task Mining
      ☐ Process optimization (AI)
      ☐ Process orchestration (Process Fabric)

- ☐ Case management
- ☐ Robotic Process Automation (RPA)
- ☐ Pega Customer Decision Hub
- ☐ Pega Sales Automation
- ☐ Pega Cloud

11. ***Please select the <u>primary industry</u> with which your story and use case most closely align (select one):**
- ☐ Airlines and Travel
- ☐ Automotive
- ☐ Communications Service Providers
- ☐ Consumer Goods
- ☐ Cross-industry
- ☐ Education
- ☐ Financial Services
- ☐ Government
- ☐ Healthcare
- ☐ High Technology
- ☐ Hospitality and Entertainment
- ☐ Insurance
- ☐ Internet, Web Services, and Social Media
- ☐ Life Sciences
- ☐ Manufacturing
- ☐ Media and Advertising
- ☐ Retail
- ☐ Technology Services
- ☐ Transportation, Freight
- ☐ Logistics Utilities
- ☐ Other

12. ***Please select any additional industries that align with your story:**
- ☐ Airlines and Travel
- ☐ Automotive
- ☐ Communications Service Providers
- ☐ Consumer Goods
- ☐ Cross-industry
- ☐ Education
- ☐ Financial Services
- ☐ Government
- ☐ Healthcare
- ☐ High Technology
- ☐ Hospitality and Entertainment
- ☐ Insurance

- ☐ Internet, Web Services, and Social Media
- ☐ Life Sciences
- ☐ Manufacturing
- ☐ Media and Advertising
- ☐ Retail
- ☐ Technology Services
- ☐ Transportation, Freight
- ☐ Logistics Utilities
- ☐ Other

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

14. Was your project deployed on Pega Cloud?
- ☐ Yes
- ☐ No

15. * **Is the proposed session a panel (combined session with other speakers) or would it make a good panel?**
- ☐ Yes
- ☐ No

16. 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)*

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

18. **Submitter details. Please provide your contact information so we can notify you once decisions have been finalized. *Sessions submitted without any speaker details will not be prioritized in the selection process***

    * First name: _____

    * Last name: _____

    * Email: _____

    * Company: _____

    * Title: _____

    LinkedIn URL: _____

19. **In which country is your organization based?** _____

20. * **Are you the primary speaker for this proposal?**

    ☐ Yes

    ☐ No

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

    ☐ Yes

    ☐ No

22. **Please list any additional speakers (Name, Title, Org, 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. **If I am submitting this proposal on behalf of a client speaker, the speaker has approved this submission.***