



## October 14-16, 2019

Minneapolis Marriott City Center - Minneapolis, Minnesota

### Why Attend Engage?

Engage presents a unique opportunity to connect with fellow customers, peers and industry experts to help you maximize your investment with Insite and continue your digital transformation journey.

#### Real People.

Get up close and personal with Insite subject matter experts, peers and users, industry experts and Insite certified technology and implementation partners.

#### Real Solutions.

Learn from peers and experts through best practice presentations, customer success stories, case studies, product labs, training and one-on-one consulting.

#### Real Practical.

Get practical insights that will help your organization create transformational business value – drive revenue, create efficiencies and deliver best in class customer experiences.

### More Information

Conference Website: <https://engage.insitesoft.com>

FAQs: <https://engage.insitesoft.com/about/faq>

Hotel & Travel: <https://engage.insitesoft.com/about/hotel-and-travel>

### Have Questions?

Email: [insite@metroconnections.com](mailto:insite@metroconnections.com)

Call: (800) 351-0232

## Monday, October 14

	InsiteLearn Bootcamp	Business User Track
10:00 AM	Registration for InsiteLearn Bootcamp Attendees (10:00 AM - 12:00 PM)	
11:00 AM	Lunch for Bootcamp Attendees (11:00 AM - 12:00 PM)	
12:00 PM	InsiteLearn Bootcamp Sessions (12:00 PM - 4:00 PM)	
2:00 PM	Break (2:00 PM - 2:15 PM)	
2:15 PM	InsiteLearn Bootcamp Sessions (12:00 PM - 4:00 PM)	
5:00 PM		Engage Conference Registration & Welcome Reception (5:00 PM - 8:00 PM)

# Tuesday, October 15

	General Sessions	Business User Track	Executive Track	Technical Track	Knowledge Bar
<b>7:30 AM</b>	Registration (7:30 AM - 4:30 PM) & Breakfast (7:30 AM - 8:30 AM)				
<b>9:00 AM</b>	Insite CEO Welcome (9:00 AM - 9:15 AM)				
<b>9:15 AM</b>	Re-Imaging Red Wing Shoe Company (9:15 AM - 10:00 AM)				
<b>10:00 AM</b>	Break (10:00 AM - 10:15 AM)				InsiteLearn (10:00 AM - 11:00 AM)
<b>10:15 AM</b>		Feed the Hunger for Product Content (10:15 AM - 11:00 AM)	Keys to a Successful Customer-Partner Relationship (10:15 AM - 11:00 AM)	Build It and They Will Come (10:15 AM - 11:00 AM)	
<b>11:05 AM</b>		Adoption & Increasing Customer Engagement (11:05 AM - 11:50 AM)	Making the ROI Case for Ongoing Board-Level Buy-In (11:05 AM - 11:50 AM)	PIM & eCommerce – A Deep Dive (11:05 AM - 11:50 AM)	InsitePIM Demo (11:05 AM - 11:50 AM)
<b>12:00 PM</b>	Executive Panel Discussion (12:15 PM - 12:50 PM)	Lunch (12:00 PM - 1:00 PM)			
<b>1:00 PM</b>		Information is Power and Data & Analytics is King (1:00 PM - 1:45 PM)	Going Direct to Your Customers (1:00 PM - 1:45 PM)	Everything You Need to Know About the InsiteCommerce Spire Front End (1:00 PM - 1:45 PM)	Insite Mobile (1:00 PM - 1:45 PM)
<b>1:50 PM</b>		Make It About Them: Leveraging Segmentation & Personalization (1:50 PM - 2:35 PM)	Digital Marketing After a Replatform: What You Need To Know (1:50 PM - 2:35 PM)	Executing-DTC & B2B Experiences on the InsiteCommerce Cloud-Platform (1:50 PM - 2:35 PM)	
<b>2:35 PM</b>	Break (2:35 PM - 2:45 PM)				InsiteAnalytics (2:35 PM - 3:35 PM)
<b>2:45 PM</b>		Getting More Out of Mobile (2:45 PM - 3:30 PM)	A Framework for Alignment and Digital Transformation (2:45 PM - 3:30 PM)	Your World, Connected (2:45 PM - 3:30 PM)	
<b>3:35 PM</b>		The Search Engines are Watching... (3:35 PM - 4:05 PM)	PunchOut as a Strategic Initiative (3:35 PM - 4:05 PM)		Integration (3:35 PM - 4:05 PM)
<b>4:10 PM</b>	The Coming Commoditization of Distribution (4:10 PM - 5:00 PM)				
<b>5:00 PM</b>	Day 1 Wrap (5:00 PM - 5:15 PM)				
<b>6:00 PM</b>	After Party Event at Union Rooftop (6:00 PM - 10:00 PM)				

# Wednesday, October 16

	General Sessions	Business User Track	Executive Track	Technical Track	Knowledge Bar
<b>7:30 AM</b>	Breakfast (7:30 AM - 8:30 AM)				Search (7:30 AM - 8:30 AM)
<b>9:00 AM</b>	The Art of Inspiring Change (9:00 AM - 9:45 AM)				Cloud Delivery Team (9:00 AM - 10:45 AM)
<b>9:45 AM</b>	2019 Customer Success Awards (9:45 AM - 10:15 AM)				
<b>10:15 AM</b>	Insite Product & Engineering Roadmap (10:15 AM - 10:45 AM)				
<b>10:45 AM</b>	Break (10:45 AM - 11:00 AM)				Storefront/CMS (10:45 AM - 12:00 PM)
<b>11:05 AM</b>		No More Hide and Seek: Search Tuning at its Finest (11:05 AM - 11:50 AM)	How to Build a High-Performing eCommerce Team (11:05 AM - 11:50 AM)	Better, Faster, Stronger Websites (11:05 AM - 11:50 AM)	InsitePIM Demo (12:00 PM - 1:00 PM)
<b>12:00 PM</b>	Lunch (12:00 PM - 1:00 PM)				
<b>1:00 PM</b>		Give Them Power: How to Increase Customer Self-Service (1:00 PM - 1:45 PM)	eCommerce As Your Shareholder Value Engine (1:00 PM - 1:45 PM)	Search & Search Tuning (1:00 PM - 1:45 PM)	
<b>1:50 PM</b>		The Art of Increasing Wallet Share (1:50 PM - 2:35 PM)	Manufacturer & Distributor Panel (1:50 PM - 2:35 PM)	Engineering Panel (1:50 PM - 2:35 PM)	Application Support (1:50 PM - 2:35 PM)
<b>2:35 PM</b>	Closing Comments (2:35 PM - 3:00 PM)				