

ACXIOM TRANSFORMATION SUMMIT

AUSTIN, TEXAS | MAY 9-11, 2022 | MIRAVAL AUSTIN RESORT AND SPA

AGENDA HIGHLIGHTS

Tuesday, May 10, 2022

Time	Agenda Item
8:00 am	BREAKFAST
9:00am	Welcome and Introductions
9:15 am	Keynote Speaker - How to Innovate in a Rapidly Changing World Byron Reese , Futurist and Technologist
10:00 am	Innovations in Data & Identity: Building the Foundation for the Future
10:45 am	MORNING BREAK
11:00 am	Leading the Way in the Fair and Ethical Use of Data
11:45 am	Making the Shift from Customer Experience to Human Experience
12:30 pm	LUNCH
1:30 pm	Future of Data Sharing in a Smart Device World
2:00 pm	Customer Experience and the Future of Loyalty
2:45 pm	Supply Chain Challenges and Opportunities
3:15 pm	AFTERNOON BREAK
3:30 pm	Guest speaker (to be announced soon)
4:15 pm	Emerging Beyond: An Executive Take on Navigating Change
4:45 pm	Wrap-Up
6:00 pm	DINNER