X4
THE EXPerience MGMT SUMMIT
The 5th annual Qualtrics X4 Summit is the largest gathering of Qualtrics employee, customer, brand, and product experts in the world. Over 6,000 experience leaders congregate in Salt Lake City for mainstage keynotes, 100+ breakout sessions, 50 expert workshops, a hands-on experience workshops.

X4 is a three-day master-class combining thought leadership, networking, and entertainment. Not to mention, the private Warehouse party featuring Maroon 5, casino night, and a full day of skiing at America's largest ski resort, Park City Mountain.
EVENTS & NETWORKING

NETWORKING NIRVANA
Meet up for quick 15-20 minute coffee chats with individuals in similar roles or industries. Simply sign up, and we'll organize your meetup so you can forge lasting professional connections.

THE X4 SKI EXPERIENCE
Stick around on Friday so you can continue networking on the slopes of one of Utah's premier resorts. Your summit pass includes a full-day pass, transportation to and from the hotel, and lunch to enjoy with other attendees. Come experience “the greatest snow on earth.”

WAREHOUSE PARTY
Join us for The X4 Warehouse party where you'll get to experience a private Maroon 5 concert, create your own dining experience from a selection of 36 different food trucks, and watch our live artists creating X4 art installations. We may be biased but we're pretty confident this will be the party of the year.
**AGENDA**

**TUESDAY 03/06**
- 12:00 - 8:00PM
  Registration & Info Desk
- 7:00 - 9:00PM
  X4 Kickoff Welcome Party

**WEDNESDAY 03/07**
- 8:00AM
  Coffee and keynote seating
- 8:30 - 9:55AM
  Keynotes
- 9:55 - 10:20AM
  Break
- 10:20AM - 12:00PM
  Keynotes
- 12:00 - 1:30PM
  Lunch
- 1:30 - 4:25PM
  Brand and Marketing Breakouts
- 1:30 - 7:00PM
  Customer showcases, demo center, and lounge open
- 7:30 - 10:00PM
  Casino Night

**THURSDAY 03/08**
- 8:00AM
  Coffee and keynote seating
- 8:30 - 9:45AM
  Qualtrics product roadmap
- 9:45 - 10:05AM
  Break
- 10:05AM - 12:30PM
  Keynotes
- 12:30 - 2:00PM
  Lunch
- 2:00 - 6:00PM
  Customer showcases, demo center, and lounge open
- 6:00 - 7:30PM
  Food truck roundup and dinner
- 7:30PM
  Warehouse party and Maroon 5 concert

**FRIDAY 03/09**
- Optional Park City Ski Day
- 7:00 - 9:00AM
  Light breakfast and coffee
- 8:00 - 11:00AM
  Transportation to Park City Mountain Resort
- 8:00AM - 4:30PM
  Ski Day
- 11:00AM - 1:00PM
  Lunch
- 2:00 - 5:00PM
  Transportation back to Salt Palace Convention Center
THE BRAND EXPERIENCE TRACK

RESEARCH BREAKOUTS

- Measuring Brand Attachment and Credibility

- What Touchpoints are Helping and Hurting Your Brand?

- Brand Marketing in the Performance Era – How Rakuten’s NBA and FC Barcelona Partnerships Drive Measurable ROI for the Japanese Mega-Brand

- The 5 Mistakes Everyone Makes When Building Online Communities

- Measuring Online Experiences So You Can Create Consistent Brand Experiences

- Developing a Superior Fan Experience in the MLS

- A House of Brands vs. a Branded House: Assessing Brand Equity Through Perceptions and Psychographics

BASECAMP SESSIONS

GENERAL

- Use Brand Tracking to Continuously Improve Your Brand’s Health
- Use Logic to Customize Survey Pathways
- Make Data-Driven Decisions with Stats iQ
- Use Text iQ to Extract Actionable Insights
- Understand Your Data Set
- Make Your Collected Data More Powerful
- Build Reports that Tell a Story

SPECIAL EXPERIENCES AT SUMMIT

- Qualtrics Demo Center (outside breakouts) — demos every hour during breakouts
- VIP Luncheons (through the VIP track)
- Networking luncheons for BX attendees
COME LEARN HOW TO

• Build a world class brand
• Understand and prioritize brand perception drivers
• Drive the ROI of your marketing initiatives
• Measure brand equity at every stage
• Deliver connected insights that drive impact in your business or organization
• Create relationships with key Qualtrics stakeholders and experts

SAMPLE JOURNEY FOR BX AT X4

The X4 Summit app is coming soon. Log in to customize your own journey.
To access special discounts, talk to your client success or sales rep.

## PRICING

**ALL-ACCESS PASS**  
*general pass + trainings + certification exam*

$1599  
- Keynotes  
- Exhibit hall  
- Welcome reception  
- Concert  
- Ski day  
- 24/7 access to Qualtrics Experts  
- 100 breakout sessions  
- 50 hands-on training workshops  
- 1 online Certification course  
- On-site Certification exam at X4  
- Preferred keynote and concert seating

**GENERAL PASS**  
*keynotes + breakouts + networking*

$1299  
- Keynotes  
- Exhibit hall  
- Welcome reception  
- Concert  
- Ski day  
- 24/7 access to Qualtrics Experts  
- 100 breakout sessions

**MAINSTAGE PASS**  
*keynotes*

$399  
- Keynotes  
- Exhibit hall  
- Welcome reception  
- Concert  
- Ski day
Hi [Name],

I'd like to attend X4, Qualtrics' annual conference, in Salt Lake City from March 6 - 9, 2018.

X4 is the largest product experience and product development conference in the world and I'll walk away with fresh inspiration and practical takeaways for designing and building new products and enhancing our existing ones. This conference is ideal for me because I'll have access to:

- Cutting-edge breakout sessions and hands-on workshops focused on best practices and methodology at the forefront of product development, experience design, and research insights. With over 100 content-rich sessions covering all industries and disciplines, I'll have access to a breadth of innovative brands as well as the sessions most applicable to our organization.

- 2018 Qualtrics product roadmap during keynote presentations from Qualtrics CEO and product managers about the industry and the upcoming product releases to inform our project plans for the upcoming year.

- Building strong relationships with the Qualtrics account team to strategize face-to-face on building valuable, scalable experience programs for our organization.

- Networking events to learn from and interact with industry leaders during the numerous events designed to make connections. I'll be in company with product leaders from the biggest brands in the world. The knowledge I'll gain will help solve the challenges we face with our product development and enhancement.

- Online training for a Qualtrics Certification course is included and is the most comprehensive training that exists. I'll be able to refer to it if I have questions in the future (these courses normally range from $499 - $2499).

I am confident attending X4 will help us get even more from our Qualtrics license. For more information, check on the X4 website.

The cost to attend the conference with the All-Access pass is $1,599 plus airfare and accommodations. Please let me know if you have any additional questions.

Best,

[Name]
REGISTER TODAY AT
QUALTRICS.COM/X4