WHAT IS THE X4 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
PX breakout sessions

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 PRODUCT EXPERIENCE TRACK

PX BREAKOUTS

PX mainstage
- Disappearing Act: How Great Product Experiences Blend In
  Carey Kolaja, Chief Product Officer, Citi
- Product Roadmap

Hooked: How to Build Habit-Forming Products Workshop
Nir Eyal, Product Thought Leader

Catching Fire: The Synergy of Product and Culture
Jeremy Andrus, CEO, Traeger

How to Drive Business Growth with Great Customer Experience
Andrew Pine, Program Director, Global Customer Culture, Porsche

Launching a New Customer-Inspired Product Line
Lucas Peterson, Director of Customer Advocacy, Belkin

Personas are Dead. Long Live Personas!
Zara Logue, Director of Product Operations & Strategy, Simple

Determine if Your Concept is Worth the Investment
Qualtrics SME Team

Liking is the first step: researching how a product fits in a consumer’s life
Charles Wilson, Product Insights Manager, New Balance

3–4 additional sessions to be added in the coming weeks

BASECAMP SESSIONS

GENERAL

- Determine if Your Concept is Worth the Investment
- Build Products Your Customers Love Using Conjoint and MaxDiff

SPECIAL PX EXPERIENCES AT SUMMIT

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

- Build habit-forming products people love
- Measure product feedback at every stage
- Design a data driven product roadmap
- Capture product feedback to drive product strategy
- Connect with a Qualtrics reference customer in the industry
- Create relationships with key Qualtrics stakeholders
(Sales rep, CS rep, PMM, SME)

MORNING KEYNOTES

“Disappearing Act: How Great Product Experiences Blend In”
Carey Kolaja, Chief Product Officer, Citi

Product Roadmap
Webb Stevens, VP Product, Qualtrics

THURSDAY BASECAMP

BREAKOUT

“Catching Fire: The Synergy of Product and Culture”
Jeremy Andrus, CEO, Traeger Grills

VIP LUNCHEON

VIP NETWORKING // ASK THE EXPERTS

WAREHOUSE PARTY

VIP LUNCHEON

VIP lunch with Carey Kolaja

PRODUCT DEVELOPMENT WORKSHOP

Hooked: How to Build Habit-Forming Products Workshop
Nir Eyal, Leading Product Expert

QUALTRICS PX WORKSHOP

 Determine if Your Concept is Worth the Investment
Qualtrics SME-led workshop

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/X4SUMMIT/PRODUCT-EXPERIENCE