

Why Send Your Team to X4?

X4 Summit 2023



Sending your team to attend Qualtrics' X4 Summit will help you hit critical objectives this year —

- **Experience is the next great competitive driver.** You can't afford to fall behind. Customer and Employee Experience determines your reputation, loyalty, and revenue. Companies who invest in XM will win over those who wait.
- **Your team will learn best practices from the world's most loved brands.** They will come back with fresh insights and a vision of what's possible with XM and Qualtrics. A single idea could change your entire trajectory.
- **The connections your team will make will pay dividends for years to come.** Experience Management is a passionate community. Keep your employees at the center of the action.



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What Qualtrics is saying about X4 this year.

- *Come for two days of deeply pragmatic, practical, and intense learning and training.*
- *Come for the “magic of what you’ll feel,” and the “power of the stories we choose to tell.”*
- *Come to “**feel inspired to raise your own bar**” and create the customer and employee experiences that will shape markets, challenge industries, and define careers.*
- *Come and learn how to “execute with more empathy and operate more effectively.”*
- *Come and learn “**how to design an XM operating model that continually delights customers and employees.**”*



The Details:

X4 Summit 2023



- Tuesday March 7 - Thursday March 9, 2023
Salt Lake City, Utah
\$1,799 per ticket (**\$1,099** for Early Bird before Jan 13th)
Use “**X4REDPEPPER100**” for a \$100 discount
- 6 hours of inspiring Mainstage Keynotes
- 90+ practitioner-led Breakthrough Sessions
- 8 sessions of Product Keynotes
- 52 Power-User Product Demos
- 30 Help Desk Stations with Product Experts
- 30+ XM Product and XM Program training courses

