

## Why Attend X4?

X4 Summit 2023



Red Pepper recommends that every CX and EX professional attend the Qualtrics X4 Summit –

- **Come to Connect with the XM Community**

Those who attend X4 believe in the power of crafting experiences and delighting customers and employees. These are your peers and mentors. Make time this year to engage with those who “get it.”

- **Level Up Your Understanding of Experience Management**

Learn from the world’s top XM experts and get insights from some of the largest brands. Hear case studies that won’t be shared anywhere else.

- **Leave Inspired to Make an Impact**

Feel the energy of the XM industry and catch a vision of what’s possible. Take home the fuel you need to make 2023 a breakout year.



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### FROM QUALTRICS:

*Come for two days of deeply pragmatic, practical, and intense learning and training.*

Red Pepper Software  + qualtrics

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**FROM QUALTRICS:**

*Come for the “magic of what you’ll feel, and the power of the stories we choose to tell.”*

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**FROM QUALTRICS:**

*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.*

Red Pepper Software  + qualtrics

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### FROM QUALTRICS:

*Come and learn how to  
“execute with more empathy  
and operate more effectively.”*

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## Why Attend X4?

Why Creating Authentic Human  
Connections is Good Business

THE  
EXPERIENCE  
MGMT  
SUMMIT

SALT  
LAKE  
CITY

MARCH  
7-9  
2023

X4 Summit 2023



### FROM QUALTRICS:

*Come and learn “how to design an XM operating model that continually delights customers and employees.”*

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## 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