

# Why Send Your Team to X4?

X4 Summit 2025

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 2025

Tuesday, March 18th - Thursday, March 20th

Salt Lake City, Utah

Use the Promo Code: "**REDPEPPER100X4**" 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

**X4**  
THE  
EXPERIENCE  
MIGRATI  
TOUR

 RedPepper + qualtrics.<sup>XM</sup>