



Knowledge, Communities, & Social Team Meeting

Team Meeting Agenda

Online: 8 am to 12 pm PDT, 20-21 July 2021

Making customers successful requires broad engagement across multiple digital channels. Come explore how knowledge, communities, and social networks intersect to provide customer success and internal value.

DAY 1: Tuesday, 20 July

- 8:00 Welcome and Introductions - *Kelly Murray, Consortium for Service Innovation*
- 8:50 Break
- 9:00 Where people engagement and interaction occurs is changing for services. - *Arnfinn Austefjord, Consortium for Service Innovation*
- 9:30 A Recent History of Communities - *An Interview with Katie Kendall, TechStyle*
- 10:00 The Understanding Success by Channel Project, update on the current work by Consortium Members - *Arnfinn Austefjord, Consortium*
- 10:30 Break
- 10:45 Influencing channel activity, health, and success - *Group Discussion*
- 12:00 Adjourn

DAY 2: Wednesday, 21 July

- 8:00 Welcome Back - *Kelly Murray, Consortium*
- 8:15 Communities: Experience & Experiments - *Nicole Saunders, Zendesk*
- 9:00 Set up Open Space: Attendees build the agenda based on their most pressing topics. - *Kelly Murray, Consortium*
- 9:30 Break
- 9:45 Open Space Session One
- 10:30 Break
- 10:45 Open Space Session Two
- 11:30 Summary & Wrap Up
- 12:00 Adjourn