



advocate
marketing
academy

ADVOCATE MARKETING ACADEMY
MAY 18TH

attendee guide

powered by **inEvidence**

photo by Alberto Gamazo

#advocatemarketingacademy

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We missed you



Get tickets

It's time to reunite with your tribe
People who get you, who understand you

Connect, share, unite

Let's chat
and we mean *really* chat

For 14 years, Advocate Marketing Academy has been
the go-to event in Europe for anyone working in customer
advocacy and storytelling

This year we're bringing it to the US for the very first time
to the beautifully restored Guild Theatre, a classic Bay
movie theatre that's had a new lease of life

Where every seat is the best seat, at the leading customer
advocacy event

Previously



Why attend?

advocate marketing academy USA 2022



>14 years of successful events,
providing value to the community



Not another dull hotel
event-room conference



Two remarkable days;
intensive and inspiring



Specialist, relevant, useful
content and takeaways



14 speakers; peers and
experts; real-world stories



Presentations from people
that do exactly what you do



Conveniently located in
Silicon Valley



Panel discussions and
interactive sessions



Learn about the advocacy
tech offerings



A chance to take CCAP
Level 1 training*



A chance to network with
other customer advocacy pros -
face-to-face!



'Ted Talks' format delivering
super relevant and useful content

What to expect



Day one:

After reuniting with old friends and getting to know some new ones, we'll kick things off and get into a fast-paced day of exploration. There will be sessions from your peers, people with stories to tell about their programs, with content suitable for programs at all stages. We'll also build in plenty of breaks and networking sessions, keep you fed and watered, and finish off the day with cocktails and chat.

Day two:

Deliberately a shorter day to ensure energy levels stay high, Day Two will comprise the same quality content as Day One and will look a little more to the future, exploring where programs and customer storytelling are heading. Our speakers will be sharing ideas about the latest trends, tools and techniques, and their ideas for the future of programs and the profession, intending to leave everyone inspired about the future.

CCAP training

We're also offering the chance to become a Certified Customer Advocacy Professional. **ama** attendees can add the CCAP level 1 training course from our friends at Referential to their event tickets for an additional \$550 (usual price \$1,495). Please note: the training does not include the exam fee itself, which is an additional \$495.

Getting social

If you're as excited as us about coming to ama, then feel free to shout about it! We've created a [folder](#) of social assets that you are free to use and will be adding to it over the coming weeks.



ama is a great place to be; a great opportunity for people that are working in customer marketing, customer programs, references, advocacy. I am really happy I am here.

Stefania Cuigini | VMware

Speakers



Michelle Knight

Vice President, Customer Engagement

Michelle has dedicated the past three years to building a global customer advocacy team at ServiceNow that is passionate about telling customer stories, as well as launching the first ever ServiceNow global sales reference program. With a further eight years at SAP and Workday in customer advocacy and customer marketing roles, Michelle has a wealth of experience to share when it comes to developing mutually beneficial customer engagement.



Pascale Royal

Director, Executive Customer Programs

The best-known brands create a special connection with their customers, empowering their fans and turning a one-way marketing channel into multiple conversations. Pascale's expertise is in creating and managing advocacy programs that build and nurture relationships with executive customers; strengthening the brand, increasing retention, and driving revenue. Pascale joined Coupa Software in 2021, and has previously held global customer advocacy roles at ServiceNow and Citrix.



Jenna Feldman

Customer Advocacy Program Manager

Jenna has spent the last 1.5 years managing Genesys' global community of >6k advocates who make up the Genesys Customer Advocacy Program (GCAP). Jenna also oversees Genesys' peer review generation strategy and strives to amplify the voice of the customer on trusted review sites. Jenna lives in SFO and can be found hiking, exploring new neighborhoods, and spending time with friends and family around the beautiful Bay Area.

Speakers



Frank Williamson

Senior Service Consultant

Frank Williamson, a Senior Service Consultant at HP, has held a broad range of senior level positions during his 33-year career. He brings his strong international background and significant experience in many high-tech and print industry positions. As a senior leader, Frank is responsible for leading several enterprises and commercial relationships in the U.S. His previous roles at HP include GM of global alliances, director of global accounts, and services sales manager for EMEA, where he used his strong consultative enterprise background and significant experience in direct and channel PC/Print segments.



Cynthia Hester

Director, Global Customer Programs

Cynthia is a passionate leader, storyteller, and innovator. A customer advocacy pro with more than 20 years' experience, she creates programs that showcase customer innovation and success, incorporating thought leadership, personal brand amplification, and storytelling. In roles at VMware, Salesforce, New Relic, and now Google Cloud, Cynthia has embraced every area of advocacy from strategic planning and comms, to CABs, awards, events, and CX. Cynthia spends her non-work time as a mentor, advisor, and non-profit board member/chair.



Stefania Cugini

Director, Global Customer Advocacy and Loyalty

With 25 years' experience working within leading global technology companies, Stefania is passionate about customer marketing. In her role at VMware, Stefania is in the unique position of spanning both customer advocacy and loyalty, enabling her to enhance her knowledge of advocacy and truly understand the synergies and integration points between advocacy and loyalty from a customer perspective.

Speakers



Miranda Ling

Director of Advancement

Miranda Ling (she/her or they/them) is an afrofuturist, writer, and \$25+ million fundraiser with a background in the arts and education. As the Director of Advancement for 826 Valencia, she believes in the power of storytelling to imagine a more just and loving world, and call that world into being. She loves building connections through personal stories and social impact, and earned her MA in Communication and BA in Comparative Studies in Race and Ethnicity from Stanford University.



Alison Bukowski

Senior Director of Customer & Product Marketing

Alison is an experienced marketing pro committed to building exceptional relationships with internal and external customers. A Top 25 Customer Marketing & Advocacy Influencer, she moves advocacy programs from merely transactional, to an engaging, multi-dimensional customer experience. With >20 years in marketing, customer success and sales ops, she knows what truly drives organizational growth—the customer voice. While her true passion resides with customer advocacy, Alison fancies herself a better-than-average baker and cook, an avid nature lover, curious explorer, and animal welfare enthusiast.



Melanie Gomez

Senior Program Manager, Executive Programs

Melanie is passionate about all the aspects of marketing and has spent the past 9+ years creating and managing programs that build and nurture relationships with strategic customers. In her role in Executive Programs at Citrix, Melanie is responsible for the development and execution of Advisory Boards with C-level customers, the Citrix Innovation Spotlight program, and securing C-level customers for keynote opportunities. Melanie also leads the Global Citrix Women's Inspirational Network (WIN) employee resource group, was a recipient of the Citrix Marketing Big Achievement Award, and was twice named one of Citrix's Extraordinary Women.

Speakers



Mike Hughes

Customer Advocacy Reference Manager

Mike started his career in software sales before developing and launching global CRPs with companies such as Procore, Rubrik and Workday. His knowledge of sales has complimented his ability to create meaningful client relationships to influence over \$1B in ARR. Mike has a listen-first approach when it comes to providing customer references by alignment with sales leadership, understanding opportunity details and ensuring customer advocates have a best in class experience. Outside of work, you can find Mike at a baseball game or cooking up Texas style smoked bbq with his wife in Northern, CA.



Precediha Dangerfield

Program Manager

Precediha Dangerfield (she/her) is an activist, educator with a background in sociology and community organizing. As the Program Manager of 826 Valencia, Tenderloin, equity is at the core of her work and program development. Precediha created the Black Students' Initiative which provides equity in access to opportunities for Black students in the San Francisco Bay Area to becoming published authors. She finds deep fulfillment in supporting young writers gain the tools for understanding how to write stories in order to authentically tell their own.



Valerio Battelli

Head of Global Advocacy & Operations

Valerio has built a successful career in the customer advocacy industry, first at Finastra and for the past six years at Cisco. He was recently recognised as a Top 100 Strategist in Customer Marketing & Advocacy. As Head of Global Advocacy, Strategy, Planning & Operations, Valerio has been heavily involved in every aspect of Cisco's innovative advocacy program, including the customer community, the Cisco Gateway, and developing the global Advocate Awards program.

Hosts



Robin Hamilton

CEO, inEvidence

Robin leads inEvidence, helping some of the world's biggest brands activate their happy customers; closing more business, more quickly. Before inEvidence, Robin ran the HP customer reference program. Seeing the business impact of advocacy, he has spent the last 16 years helping to drive the discipline forwards. Robin's infectious enthusiasm makes him a regular conference speaker.



Melissa Talbot

Managing Director, inEvidence

Melissa is Managing Director of inEvidence and has been a customer advocacy specialist for 17 years, working alongside all manner of global organizations. In addition to everything customer reference and advocacy shaped, for the last ten years Melissa's focus has been on human-to-human marketing.

Panellists



David Sroka

Chief Executive Officer, Point of Reference

David has been a member of the customer advocacy professional community since 2003, when Point of Reference was founded. His passion is helping companies maximize the persuasive power of customer advocates through expertise and purpose-built technology; and establishing customer advocacy as a strategic game-changer in achieving company growth.



Ray Rhodes

Co-Founder, UserEvidence

Ray Rhodes is the co-founder of UserEvidence. As a long time sales leader Ray was a great customer storyteller. He now works to help B2B marketers capture and tell customer stories at scale.



Scott Wilder

VP of Customer Engagement & Community, Crowdvocate

Today VP of Customer Engagement and Community at Crowdvocate, Scott comes from a rich background in technology companies such as HubSpot, Apple, Marketo, Google, Adobe and Intuit.

Panellists



Helen Feber

Managing Partner – Referential

Helen Feber has been personally involved in every aspect of building, managing, and growing advocacy programs. She has helped companies of all sizes harness the power of their customers, delivering support across the entire spectrum of advocacy disciplines. She has been instrumental on the Institute of Certified Customer Advocacy Professionals' oversight committee in accomplishing agreement for the skills and knowledge required for all three certification levels.



Patrick Morrissey

SVP and General Manager, Upland

Patrick oversees Upland's Enterprise Sales & Marketing business unit. He is responsible for the go-to-market for products that synchronize revenue teams from initial lead to customer advocacy. Previously he was Chief Marketing Officer at Altify. Prior to Altify, he was CRO at Simpplr, where he managed the sales, marketing and customer success organizations, delivering 100% annual growth. Patrick has also held multiple executive positions at Salesforce, DataSift, Savvion and Business Objects.



Trish Borrmann

Director, Global Customer Advocacy - ServiceNow

Trish is passionate about working with customer to share their success stories, elevating them as innovators and thought leaders to inspire and influence others. In roles at ServiceNow, Cisco and Fortinet, she has developed executive advocacy and marquee account programs, and engaged over 30 industry leaders to co-author a book on cybersecurity best practices. When she's not cheering at a high school football game or cruising down the coast, you'll find her amplifying customer voices across comms, events, and brand.

Panellists



Lisa Matzdorff

Sr. Manager, Customer Advocacy & Communities – OpenText

Lisa is a seasoned customer advocacy pro with more than 20 years' experience in customer marketing leadership roles and contributing to customer advocacy programs. Her knowledge extends from strategic planning and elevating brand awareness, to influencing revenue growth, CABs and developing outcome-based content. She recently joined the OpenText Security Solutions BU, and held roles at Bolt, 8x8, Symantec, VMware and EMC.

Agenda



day one:

08:15 - 09:00	Arrival, Registration & Mingle Pastries and Danish, plus yogurt parfait, fresh fruit salad, juices, coffee and tea in the dining car	Foyer
09:00 - 09:30	Opening: Chief Engineer: Robin Hamilton - inEvidence CEO Plans for the day, station etiquette and Advocacy Line service announcements (mind the gap). Why less is more; we don't add, we average	Auditorium
09:30 - 10:10	Session One: Citrix: Melanie Gomez, Sr. Program Manager, Executive Programs Connecting with customers: The Importance of Customer Advisory Boards and building strong relationships	Auditorium
10:10 - 10:50	Session Two: Google Cloud: Cynthia Hester, Director - Global Programs Customer Advocacy - into the Metaverse	Auditorium
10:50 - 11:20	Networking Break: It's cookie time! Chat with friends, make new ones, stretch your legs.	Mezzanine
11:20 - 12:00	Session Three: Genesys: Jenna Feldman, Customer Advocacy Program Manager The Secret Sauce to Building an Engaged Advocacy Community	Auditorium
12:00 - 12:40	Session Four: 826 Valencia: Miranda Ling, Director of Advancement, and Precediha Dangerfield, Program Manager Storytelling with purpose; recapturing the creativity we've lost	Auditorium
12:40 - 13:40	Networking Lunch: A decent break; time to catch up with old friends, make new ones, and catch up on that email that simply won't wait	Mezzanine
13:40 - 14:20	Session Five: Frank Williamson, Senior Service Consultant A chat with Frank; exploring customer advocacy from from an enterprise sales perspective - a rare chance to hear about the sharp end of sales advocacy	Auditorium
14:20 - 15:00	Session Six: ServiceNow: Michelle Knight, Vice President, Customer Engagement A customer advocacy transformation	Auditorium
15:00 - 15:30	Afternoon Tea: A quick cuppa and cake (in the UK it's illegal to miss afternoon tea) then finish in style!	Mezzanine
15:30 - 16:10	Session Seven: PeerSpot: Alison Bukowski, Senior Director, Customer Marketing A Reference Evolution	Auditorium
16:10 - 16:50	Session Eight: VMware: Stefania Cugini, Director, Global Customer Advocacy and Loyalty A journey towards integrated advocacy and loyalty	Auditorium
16:50 - 17:00	Special Service: Emma Clarke Lessons in storytelling: from behind the microphone	Auditorium
17:00 - 17:10	Station Master: Melissa Talbot, inEvidence Managing Director A quick round up of the day; the key takeaways, and the only thing between you and a cocktail in the dining car	Auditorium
17:10 - 18:00	Decompress: Drinks Reception Relax after a fun, full day with a glass (or two) of something nice, share more stories. We'll have earned it!	Mezzanine

Agenda



day two:

08:30 - 09:15	Arrival, Registration & Mingle It's bagel day! plus yogurt parfait, fresh fruit salad, juices, coffee and tea in the dining car	Foyer
09:15 - 09:30	Opening: Chief Engineer: Robin Hamilton - inEvidence CEO And we're off for Day 2! Hot-off-the-press highlights from the 2022 Global Customer Reference/Advocacy Industry Survey	Auditorium
09:30 - 10:10	Session One: Coupa Software: Pascale Royal, Director, Executive Customer Programs The only one in the room: Being a black woman in marketing (and how customer marketing can drive positive change)	Auditorium
10:10 - 10:50	Session Two: Cisco: Valerio Battelli, Head of Global Advocacy & Operations The birth of Cisco Insider Advocates	Auditorium
10:50 - 11:20	Networking Break: Chat with friends, make new ones, stretch your legs. Plus cookies, shortbreak and madeleines	Mezzanine
11:20 - 12:00	Session Three: David Sroka, Point of Reference Ray Rhodes, UserEvidence Patrick Morrissey, RO Innovation Scott Wilder, Crowdvocate Customer Advocacy Technology Panel. What tech is available now, what's coming, and what does the future look like for specialist customer advocacy apps and tools?	Auditorium
12:00 - 12:40	Session Four: Workday: Mike Hughes, Customer Advocacy Reference Manager Partnering with Sales to drive results	Auditorium
12:40 - 13:40	Networking Lunch: Catch up with friends new and old over lunch and sweet treats. Grab the presenters to ask all those questions you wanted to earlier	Mezzanine
13:40 - 14:20	Session Five: Helen Feber, Referential Lisa Matzdorff, OpenText Trish Borrmann, ServiceNow Customer Advocacy Education / Career Development Panel. What training and qualifications are available now, and what does the future look like for specialist customer advocacy professional training and certification? PLUS test yourself with ten questions from CCAP I, how will you do?	Auditorium
14:20 - 14:30	Round Up Of AMA USA '22: Melissa Talbot & Robin Hamilton - inEvidence The only thing between you and cake	Auditorium
14:30 - 15:00	Wrap: Mingle before heading home or back to the office It's the last chance to chat before we all hear our separate ways. Let's have a good natter over a cup of tea and cake! Until next year...	Mezzanine

Getting its glow on



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The Guild Theatre is being reborn, just in time for in-person events to come back, as we move from Zoom to experiencing things in three dimensions. Textures, sights, smells, and sounds; stimulating all the senses. The seats are fitted, the signs are illuminated, and The Guild is reawakening as a premier Silicon Valley destination.

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photo by Alberto Gamazo

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Social distancing

We want AMA to be a safe, stress-free event for everyone and are limiting numbers in a brand-new theatre for everyone's comfort. Upon arrival, we'll be using a color-coded badge system so you can let everyone know how you're feeling about contact and space. When it comes to masks, do whatever you feel is right, with no stigma or judgement.



Out of service

I'm keeping my distance



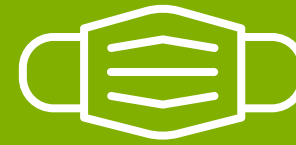
Mind the gap

I'm OK with talking but not touching



Normal service resumed

I'm OK with hugs and handshakes



you be you

Masks can protect you and others,
but are optional at AMA

Please pay attention to the social
distancing badges

Location



within minutes of the birthplace of Silicon Valley, perfectly situated between San Francisco and San Jose, Menlo Park borders Palo Alto and Stanford University.

949 El Camino Real, Menlo Park, CA 94025



SFO airport: 25 mins

SJO airport: 28 mins



San Francisco: 45 mins

San Jose: 30 mins

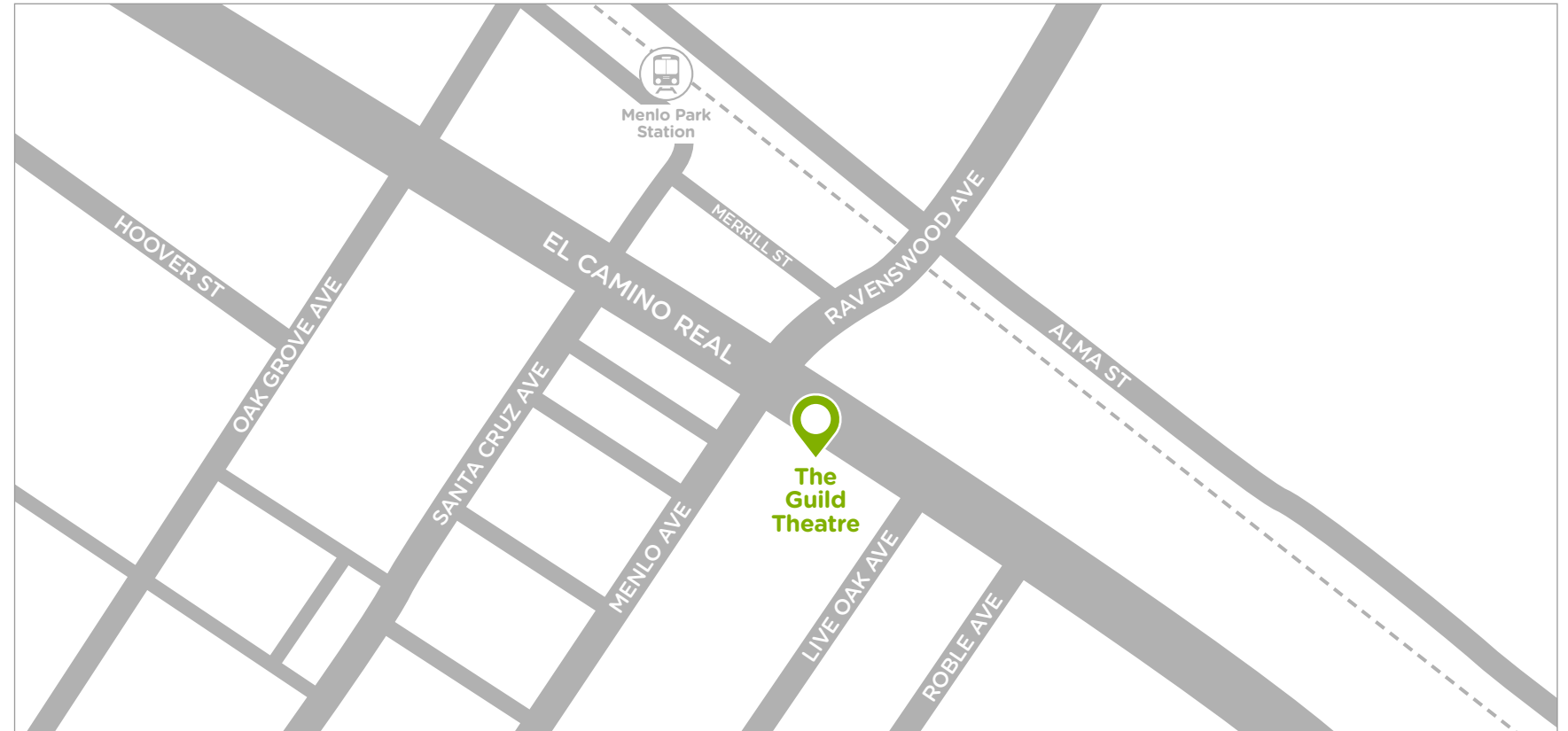
Mountain View: 20 mins

Santa Clara: 30 mins

Sunnyvale: 22 mins



Caltrain or Line 397 or 398 bus



Parking

Menlo Park has many parking lots, including at the nearby CalTrain station, which are well-lit and just a brief walk from the theatre. We strongly encourage you to park in these locations. Below is an interactive map showing the best spots to park, just “hover” over or click on a parking lot for more details.

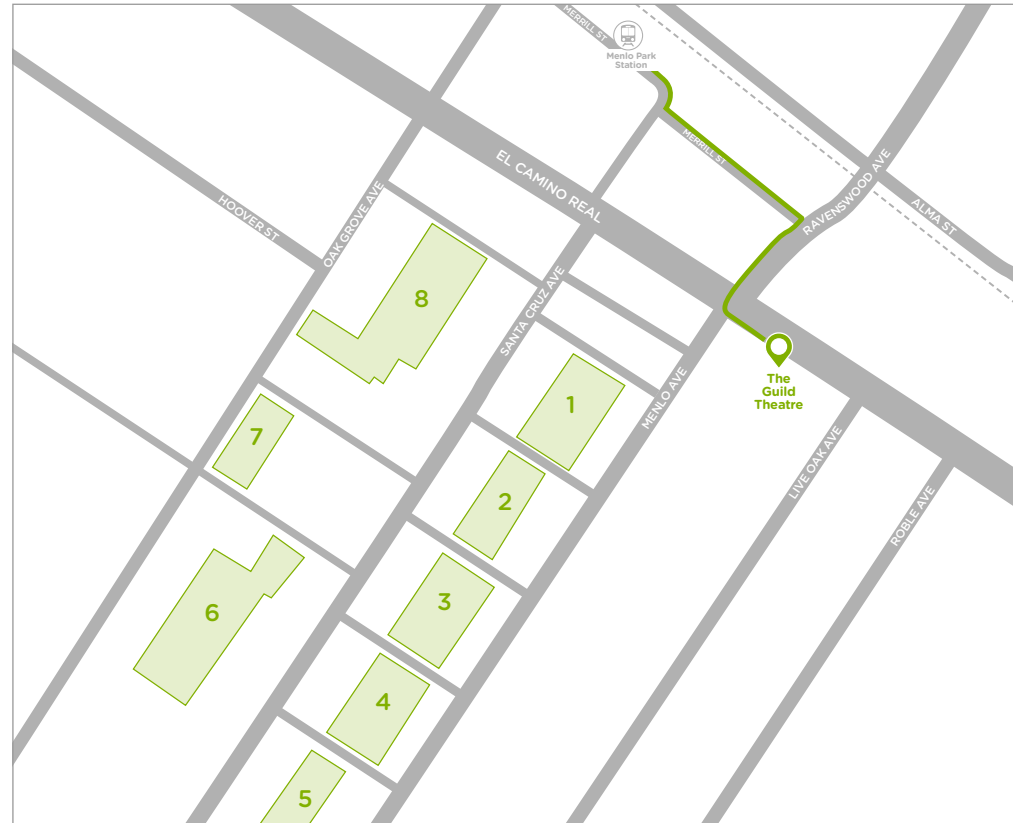
Public parking

- 1 Parking Plaza 8, free 3 hrs
- 2 Parking Plaza 7, free 3 hrs
- 3 Parking Plaza 6, free 3 hrs
- 4 Parking Plaza 5, 3 hrs free
(+ long term pay option)
- 5 Parking Plaza 4, free 2 hrs
- 6 Parking Plaza 3, free 3 hrs
- 7 Parking Plaza 2, free 3 hrs
- 8 Parking Plaza 1, 3 hrs free
(+ long term pay option)

5 min walk from Caltrain

Menlo Park Caltrain Station
949 El Camino Real, Menlo Park, CA, USA

[View map](#)



Transit options

Menlo Park Caltrain, 5 mins
ECR Express Southbound, 2 mins
ECR Express Northbound, 2 mins
Uber/Lyft/Taxi Pickup & Dropoff

Hotel information



Hotel Lucent

727 El Camino Real, Menlo Park
1 min from venue

Best Western Plus Riviera

15 El Camino Real, Menlo Park
2 min from venue

Menlo Park Inn

1513 El Camino Real, Menlo Park
4 min from venue

Marriot Residence Inn

555 Glenwood Ave, Menlo Park
3 min from venue

The Stanford Park Hotel

100 El Camino Real, Menlo Park
4 min from venue

Park James

1400 El Camino Real, Menlo Park
3 min from venue

The Westin Palo Alto

675 El Camino Real, Palo Alto
5 min from venue



Thank you for inviting me to speak at this year's Advocate Marketing Academy. It was a wonderful day spent with peers on one of my favorite topics - customer marketing, customer advocacy, and the voice of the customer. If you haven't been, it was one of the best customer advocacy conferences I've attended - I highly recommend it.

Yvette Tardiff | MongoDB



The customer reference community should definitely see **ama** as very valuable. It's a way to meet new people, network, share similar successes and challenges, and help each other out.

Lindsey Parker | Red Hat



I've been coming to Advocate Marketing Academy for some years now, and it really is the highlight of my year. The quality of the speakers combined with the research that we see every year, really sets me up for the year.

Claire Grove | ServiceNow

Powered by inEvidence



We may have just celebrated our 31st year but we're just getting started helping our clients, and advocate marketing overall, reach their potential. inEvidence specializes in telling our clients' customers' stories in the most inventive and purposeful ways. We also provide a wealth of consulting, creativity, and knowledge to build and enhance programs. A global team of over 50, comprising expert, creative storytellers and experienced customer reference/advocacy specialists, we harness video, the written word, animation, design, and live events to tell customer stories, in any language and for any platform. With thousands of advocates recruited and \$Bs in revenue influenced with helpdesk services, plus >10,000 customer-approved and award-winning stories created to date, in 92 countries and 33 languages, you're in safe hands.

With thanks to our supporters



See you there!



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Thank you

