

APAC Business Partner Summit 2026

Busan, South Korea | March 11-13, 2026

Create a
NiCE
world



Thursday, 12 March 2026

Time`	Duration	Session	Synopsis	Speaker & Title
9:00 a.m. – 9:20 a.m.	20 mins	Welcome to a NiCE World!	A warm welcome from NiCE leadership, outlining the summit's purpose & objectives. 2025 highlights and forward looking 2026	<ul style="list-style-type: none"> Keith Jackson (VP, Channel Sales, International) Andrew Hindmarch (VP, Channel Sales, APAC)
9:20 a.m. – 9:40 a.m.	20 mins	Accelerating Partnerships in the AI Era	Building high impact partnerships together	Dorothy Copeland (Chief Partner Officer)
9:40 a.m. – 11:10 a.m.	1 hr 30 mins	From Strategy to Success – Blueprint for Growth through AI and CX Innovation	This session provides a high-impact blueprint on the latest innovations for enterprises ready to move beyond basic automation towards a future of Agentic CX	<ul style="list-style-type: none"> Mark Harington (VP, Portfolio Solutions, International) Richard Bassett (VP, Solution Sales, International)
11:10 a.m. – 11:25 a.m.	15 mins	Coffee break		
11:25 a.m. – 11:45 a.m.	20 mins	Beyond the Chatbot: Architecting the Next Generation of Agentic CX	Discuss the impact of AI on CX, framework on AI risk & compliance and how enterprises can align and scale AI Investment with real-world CX outcomes	Khoo Boo Beng (Managing Director, Accenture Song)

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11:45 a.m. – 12:05 p.m.	20 mins	NiCE and AWS – Leveraging the “Power of 3”	The NiCE and AWS partnership and how it is a “force multiplier” for your pipeline and deals	Craig Moss (Director, Partner Acceleration)
12:05 p.m. – 12:50 p.m.	45 mins	From Pilots to Payoff: Regional Realities of AI—and How Partners Win	A region-by-region look at AI adoption: where customers are spending now, what’s working, the roadblocks ahead, and the specific actions partners can take to turn AI investments into measurable outcomes	<ul style="list-style-type: none"> • Andrew Hindmarch (VP, Channel Sales, APAC) • Sanjay Gupta (VP, Sales, South Asia) • Olivier Georlette (VP, Sales, North Asia) • Nigel Lindsay-Smith (VP, Sales, ANZ)
12:50 p.m. – 1:00 p.m.	10 mins	Wrap Up	A session dedicated to summarising the main takeaways of the day and introducing the agenda for this afternoon	Andrew Hindmarch (VP, Channel Sales, APAC)
1:00 p.m. – 2:00 p.m.	1 hour	Lunch		
3 p.m. onwards		Team Activity		
7 p.m. onwards		Welcome Dinner		

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9:00 a.m. – 9:10 a.m.	10 mins	Opening	Recap yesterday quickly and introduce today's agenda	Andrew Hindmarch (VP, Channel Sales, APAC)
9:10 a.m. – 9:30 a.m.	20 mins	Raising the Bar: How NICE Is Elevating Partner Success in 2026	Learn about the latest benefits, incentives, and strategic initiatives on the NiCE Partner program designed to accelerate mutual growth	Nicky Butler (VP, Partner Programs)
9:30 a.m. – 9:50 a.m.	20 mins	The Partner Marketing Landscape: What's Next	Take a look at the next phase of NiCE partner marketing, including partner insights and the initiatives shaping what comes next.	Andrea Brown (Director, Partner Marketing, International)
9:50 a.m. – 10:35 a.m.	45 mins	CX Battleground: Pitching the Agentic Future	Step into The AI Arena, a high-octane role-play session designed to pressure-test your ability to sell the future. It's a live-action battleground where you'll face real-world objections, skeptical CXOs, and complex governance hurdles	<ul style="list-style-type: none"> • Mark Harington (VP, Portfolio Solutions, International) • Richard Bassett (VP, Solution Sales, International) • Sanjay Gupta (VP, Sales, South Asia) • Olivier Georlette (VP, Sales, North Asia) • Nigel Lindsay-Smith (VP, Sales, ANZ)
10:35 a.m. – 10:40 a.m.	5 mins	Briefing on Breakouts		Toby Williams (Solutions Sales)
10:40 a.m. – 10:55 a.m.	15 mins	Coffee break		

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Breakouts

10:55 a.m. – 12:55 p.m.	2 hours	Breakout 1: Leading the future of AI in Workforce Augmentation Discover how one intelligent platform brings it all together – connecting AI and humans to work as one seamless team, making every interaction flow.	Breakout 2: Intuitive Automation for Effortless Agentic interactions Learn how you can unify, automate and elevate entire customer experience - with AI at the core and outcomes at the forefront.
12:55 p.m. – 1:55 p.m.	1 hour	Lunch	
1:55 p.m. – 3:55 p.m.	2 hours	Breakout 1: Leading the future of AI in Workforce Augmentation Discover how one intelligent platform brings it all together – connecting AI and humans to work as one seamless team, making every interaction flow.	Breakout 2: Intuitive Automation for Effortless Agentic interactions Learn how you can unify, automate and elevate entire customer experience - with AI at the core and outcomes at the forefront.
3:55 p.m. – 4:10 p.m.	15 mins	Coffee break	
4:10 p.m. – 4:55 p.m.	45 mins	Partner for Success - Winning Strategic Deals with NiCE	Panelists share real-world experiences - how and why they won strategic deals with NiCE Moderator: Michael Petruccelli (Partner Executive, ANZ) and Partner Leaders
4:55 p.m. – 5:05 p.m.	10 mins	Closing Plenary: From Insight to Execution	Event highlights, actionable next steps, and key initiatives for accelerating partner success in 2026 <ul style="list-style-type: none"> Keith Jackson (VP, Channel Sales, International) Andrew Hindmarch (VP, Channel Sales, APAC)
5:05 p.m. – 5:15 p.m.	10 mins	Group Photo	
7 p.m. onwards		Awards Gala Dinner	