

NiCE | **2026 EMEA**
Business Partner Summit

EMEA Business Partner Summit **2026**

Agenda

Event Sponsors:



NiCE | 2026 EMEA Business Partner Summit

Agenda

Tuesday 24 March

Time	Session	Speaker	Location
19:00 - 21:30	WELCOME RECEPTION		L'Oasis Restaurant and Terrace

Wednesday 25 March

Time	Session	Speaker	Location
09:00 - 09:15	REGISTRATION & NETWORKING		Event Lobby
09:15 - 09:45	Welcome to a NICE World!	Keith Jackson Darren Rushworth	Plenary Room (Menara)
09:45 - 10:05	Accelerating Partnership in AI Era	Dorothy Copeland	Plenary Room (Menara)
10:05 - 10:45	From Pilots to Payoff: Regional Realities of AI—and How Partners Win	Keith Jackson (host) Darren Rushworth Michel van Roon Simon Broadbent	Plenary Room (Menara)
10:45 - 11:15	COFFEE BREAK & NETWORKING		Event Lobby
11:15 - 12:00	Inside NICE's Agentic Portfolio	Richard Bassett	Plenary Room (Menara)
12:00 - 12:30	Hyperscaler Synergies: Scaling CX Innovation with AWS and Cloud Alliances	Craig Moss	Plenary Room (Menara)
12:30 - 13:30	NETWORKING LUNCH		Le Jardin Restaurant
13:30 - 15:00	Redefining CX in the Age of Agentic Intelligence (with AI product demo)	Luke Duffell Markus Ring	Plenary Room (Menara)
15:00 - 15:30	NICE AI Agents for Proactive Engagement	Edward De Mas Latrie	Plenary Room (Menara)
15:30 - 15:45	COFFEE BREAK & NETWORKING		Event Lobby
15:45 - 16:05	Partner Program 2026: Strategic Benefits & Growth Path	Nicky Butler	Plenary Room (Menara)
16:05 - 16:35	The Intelligent Enablement Ecosystem: Leveraging AI to Scale Partner Readiness	Ryan Prygodzicz	Plenary Room (Menara)
16:35 - 16:45	Wrap Up	Keith Jackson	Plenary Room (Menara)
17:45 - 22:30	GALA DINNER & PARTNER AWARDS CEREMONY		Yes We Camp, Agafay Desert

Thursday 26 March

Time	Session	Speaker	Location
09:00 - 09:10	Kick-off: From Vision to Action	Keith Jackson	Plenary Room (Menara)
09:10 - 09:30	The Partner Landscape: Then, Now, and What's Next	Andrea Brown	Plenary Room (Menara)
09:30 - 10:00	Complementary Partner Solutions	Vincent Zandvliet	Plenary Room (Menara)
10:00 - 10:20	The Anatomy of a Major Win: Inside a Public Sector Customer Success	Richard Emery Russell Atwood (<i>Route 101</i>) Simon Broadbent	Plenary Room (Menara)
10:20 - 11:05	CX Battleground: Pitching the Agentic Future	Gregg Widdowson Richard Bassett	Plenary Room (Menara)
11:05 - 11:30	COFFEE BREAK & NETWORKING		Event Lobby
11:30 - 12:30	Driving Enterprise Outcomes Through Intelligent CX Innovation	Luke Duffell Markus Ring	Plenary Room (Menara)
12:30 - 12:45	Closing Plenary: From Insight to Execution	Keith Jackson Darren Rushworth	Plenary Room (Menara)
12:45 - 13:00	GROUP PHOTO		
13:00 - 14:00	NETWORKING LUNCH		Le Jardin Restaurant
14:30 - 18:30	TEAMBUILDING ACTIVITY		