

slalom

salesforce

# World Tour New York

Thursday, April 25, 2024

Javits Center, NYC and Salesforce+

## *Know Before You Go Guide*





Learn more at [slalom.com/salesforce](https://slalom.com/salesforce)

## Join Slalom at [World Tour New York](#)

This guide is your go-to resource to ensure you make the most out of your World Tour New York experience. From planning your schedule to maximizing networking opportunities, we've got you covered. Let's make this week unforgettable!

### Meet Our *Experts.*



**David Deitch**  
Ask me about: Financial Services  
[Contact me on LinkedIn](#)



**Dan Pinto**  
Ask me about: Growth & innovation  
[Contact me on LinkedIn](#)



**Darcy Rippon**  
Ask me about: Financial Services Cloud  
[Contact me on LinkedIn](#)



**Shivani Majewski**  
Ask me about: Retail, Commerce, Loyalty & Order Management  
[Contact me on LinkedIn](#)



**Richard Winston**  
Ask me about: AI-powered customer service in FinTech  
[Contact me on LinkedIn](#)



**Araya Solomon**  
Ask me about: Capital Markets, Wealth & Asset Management  
[Contact me on LinkedIn](#)

## PANEL DISCUSSION & HAPPY HOUR

# The Human Impact of the Great Transfer of Wealth



**Tuesday, April 23<sup>rd</sup>**

**3:00 – 6:00 PM | [Slalom New York City](#)**

[Register Here](#)

We invite you to join us, in collaboration with Advisor360, for an insightful wealth management panel, "The Human Impact of the Great Transfer of Wealth." Dive into this crucial discussion as our distinguished panel of speakers from JPMorgan Chase & Co., Salesforce, and Slalom, explore the profound social and psychological ramifications of the monumental wealth transfer projected to reach \$84 trillion within the next two decades. This event offers a unique opportunity to engage with our speakers, pose questions, and engage in meaningful discussions alongside fellow wealth management leaders.

### **Panelists:**

[Michelle A. Knight](#), President & Chief Economist, Ropes Wealth Advisors

[Michael Little](#), Head of Payments Advisory North America, Corporate & Investment Bank, JPMorgan Chase

[Michelle Feinstein](#), General Manager Global Financial Services, Salesforce

[Araya Solomon](#), Managing Director and Global Head of Capital Markets & Asset Management, Slalom

### **Moderator:**

[David Deitch](#), Senior Director and Salesforce Financial Services Practice Lead, Slalom

## SPEAKING SESSION

Thursday, April 25 at 3:30 PM

Theater 2 | Campground

# Individualizing the Patient Experience with Data Cloud & MCP

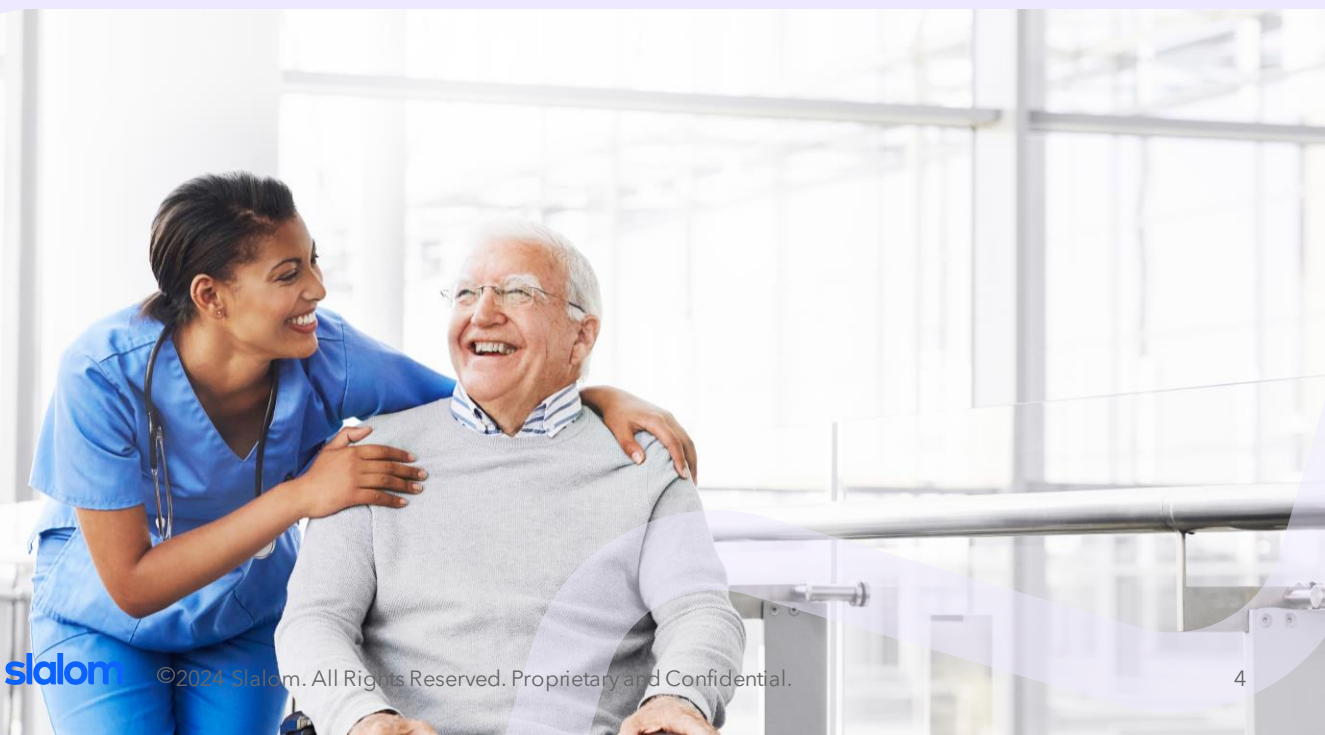
Learn how to consolidate patient data from three disparate health systems into a single source of truth for patient engagement using Data Cloud and Marketing Cloud Personalization (MCP).



**Katharine Cabinian**  
Director Healthcare & Life Sciences, Slalom



**Brian Le**  
Principal, Slalom



## HAPPY HOUR

# Join Certinia, Slalom, Salesforce at SPIN after NYC World Tour

Thursday, April 25<sup>th</sup>

5:00 PM | [SPIN New York Midtown](#)

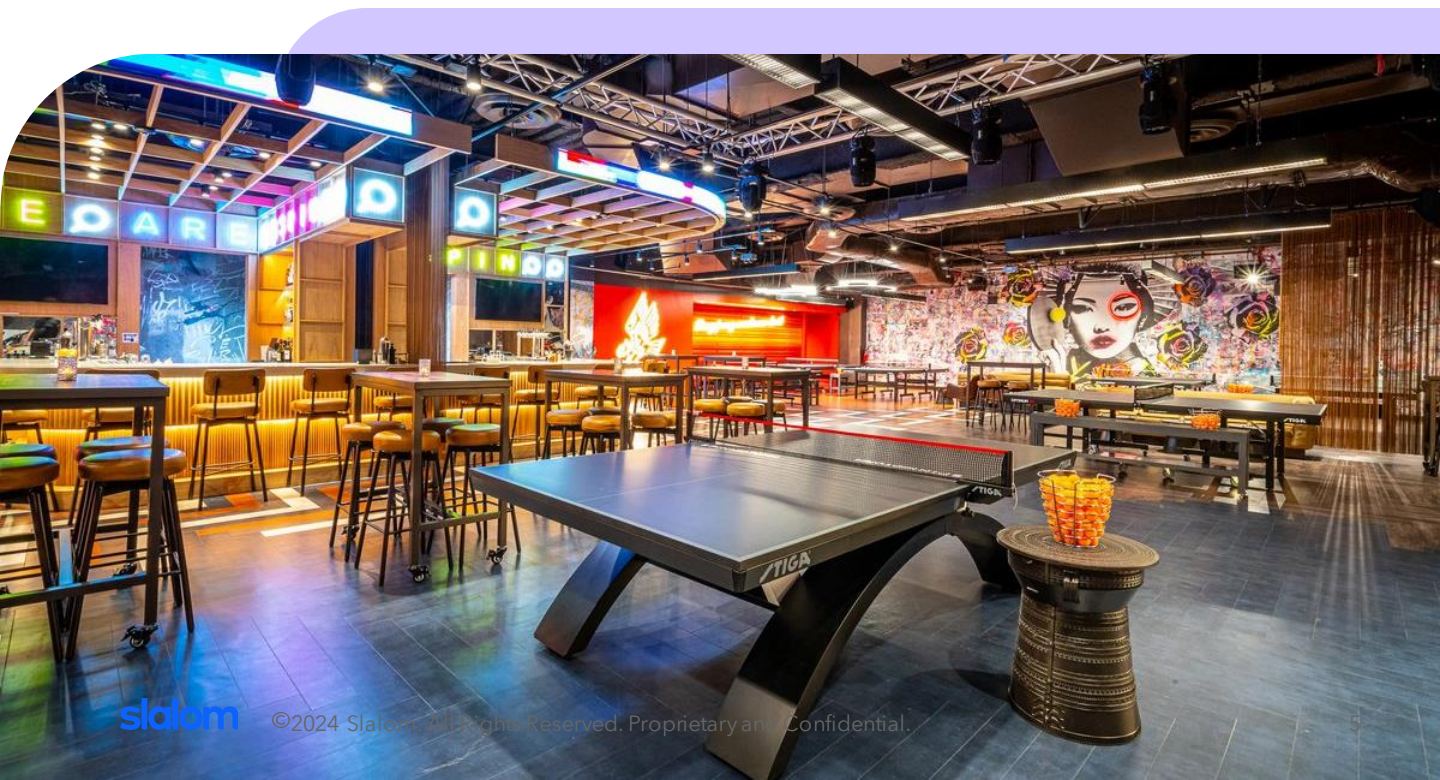
[RSVP Here](#)

Join Salesforce, Certinia & Slalom for an unforgettable happy hour reception post Salesforce World Tour NYC at the newly opened Spin in Midtown.

It's about getting the chance to recap, share ideas, and get inspired with industry peers on running a more connected, intelligent business with certainty.

**slalom**

certinia



# Attendee Tips & Tricks



Bring battery packs/portable chargers and put your phone on low battery mode.



Bring business cards or have your LinkedIn QR code handy.



Pack gum/mints, band-aids, and hand sanitizer.



Dress business-casual or smart casual. Leave the ties at home. Pack a few sport coats, blazers, and dark jeans. Wear comfortable shoes and pack clothes appropriate for layering.



Stay hydrated. Bring a refillable water bottle for the fill stations and plan for long coffee lines.



Book no more than four sessions per day to allow for time to go with the flow.



Walk-ins 101: 25% of all seats are blocked, so you should be able to get into any sessions in case you can't reserve a spot. Make sure to get there early.



Keynotes fill up – consider other viewing venues.



Keep your badge on hand. It will be required for entry into sessions, meal areas, the Expo hall, and private events.



Have fun!