WORLD
PERSONALISATION
SUMMIT

20–21 NOVEMBER 2025
BERLIN, GERMANY

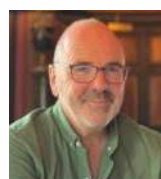## Register Now & Save €300

SPEAKER LINE–UP

Mahendra Muralidhar
Global Head, Localization
Amazon

Bartosz Balewski
UX/UI Designer
Google

Yenan Wang
Head of TikTok
LIVE EU Central Agency
TikTok

Glenn Exton
Head of Retail &
Affluent Personalisation
NatWest Group

Nora Weber
Head of Contextual
Campaigning at Deutsche
Telekom AG, B2C Europe
Deutsche Telekom

Diana Tarfulea
Senior Director of Engineering,
Target & Experience Optimisation
Adobe

Alexandre Suon
Head of Experimentation
Accor

Tapio Vailahti
Head of Innovation,
Card Personalization
Tietoevry Banking

Fernando Reis
Business & Brand Director
Princess Cruises

Uzcategui Cleyra
Software Engineer
JPMorgan
Chase & Co.

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WORLD
PERSONALISATION
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20–21 NOVEMBER 2025
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Register Now & Save €300

We are thrilled to announce the launch of the **World Personalisation Summit**, that will take place on **November 20-21, 2025** in **Berlin, Germany**. The summit will explore the cutting-edge technologies and strategies shaping the future of personalized experiences, from AI-powered insights and data analytics to seamless user journeys, all designed to help businesses drive meaningful customer connections, loyalty, and long-term success. The event will bring together senior-level professionals and decision-makers who are shaping the future of customer experiences through impactful innovations and forward-thinking approaches. This is an invaluable opportunity to meet peers, engage in meaningful discussions, and share insights on advancing innovation and personalization strategies within your organization.

Key Practical Learning Points

- Improving Customer Loyalty by Focusing on Personalised Engagement Strategies
- Developing Scalable Methods for Creating Customizable Products Tailored to Global Markets
- Implementing Omnichannel Personalisation Strategies for Synchronizing Customer Experiences
- Creating Emotional Connections for Fostering Long-Term Loyalty and Engagement
- Enhancing Customer Retention by Offering Tailored Services that Strengthen Relationships
- Gathering Customer Feedback for Refining and Improving Product Personalisation Efforts
- Adapting Search Optimization Techniques by Leveraging Voice and Visual Search Technologies
- Using Immersive Tools like AR and VR for Engaging Customers in Tailored Journeys
- Measuring ROI by Identifying Relevant KPIs and Refining Personalisation Strategies
- Designing Packaging and Services as Personalised Touchpoints to Enhance Brand Perception

Take a Look at One of Our Industry Events

Explore Our Hybrid Event Experience
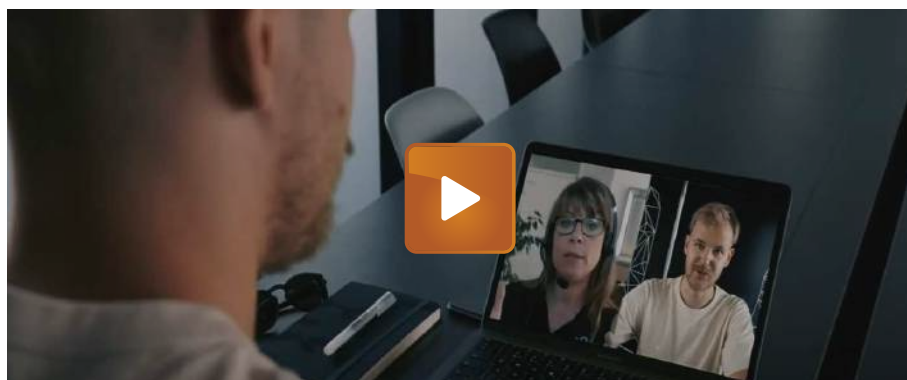
Who Should Attend

This summit is a must-attend event for senior-level professionals dealing with:

- Personalisation
- Data Analytics
- Marketing
- Customer Experience (CX)
- Loyalty Program
- Product Development
- Digital Transformation
- Technology (IT)
- E-Commerce
- Strategy and Planning
- Operations
- User Experience (UX/UI)
- Service Design
- Sales and Business Development
- CRM
- & Others!

X 12+ Industry Case Studies

X 20+ Hours of networking: forge new professional contacts during numerous networking breaks between sessions & during the special Networking Dinner on Day 1

X 100+ Pages of the Post-Summit Materials documentation package available upon demand*

Sponsorship, Exhibition & Speaking Opportunities

Partnering with Luxatia International means more than making the right contacts – it means being an insider, connected to the right people with the right level of influence, and being allied with a globally respected organization and leader within your industry.

To learn more about the benefits of sponsorship, exhibition and speaking opportunities and how to become more involved, please contact us **info@luxatiainternational.com**

08:30 — Check-In and Welcome Coffee

09:00 — Opening Address from the Chair

09:10 — "Breaking the Ice" Speed Networking Session

Meet your colleagues, exchange business cards and have a maximum number of 1-on-1 talks in a short amount of time! Our Speed Networking session will help you to form those initial relationships early, find out who is facing the same challenges as you and get a nice preview of what a longer conversation could bring!

THE ART OF PERSONALISED EXPERIENCES

09:50 — **AVAILABLE SPONSORSHIP SLOT**

SPONSORED SLOT

Customer Journey Mapping & Personalization

This case study explores how businesses leverage customer journey mapping and advanced personalization strategies to enhance user experience, engagement, and conversion rates. By understanding the key touchpoints in the customer decision-making process, brands can deliver tailored experiences that build loyalty and drive growth.

10:30 — **Case Study:**

From Impressions to Conversions: How Influencer Marketing Is Driving the Next Wave of Personalised Commerce

• How influencers are becoming engines of real-time personalization
• Ways to align creator marketing with performance and loyalty goals
• What brands can learn from the rise of social commerce platforms and real-time shopping experiences

Yenan Wang
Head of TikTok LIVE EU Central Agency
TikTok

11:10 — Morning Coffee and Networking Break

11:40 — **Case Study:**

Unlocking Consumer Behavior to Drive Tailored Experiences *

This case study delves into the power of consumer behavior insights in shaping hyper-personalized experiences. As digital interactions evolve, brands must go beyond traditional segmentation to anticipate customer needs and craft tailored engagements in real time.

Glenn Exton
Head of Retail & Affluent Personalisation
NatWest Group

12:20 — **FIRESIDE CHAT**

Omnichannel Excellence: Ensuring Synchronised, AI-Powered Personalisation Across Channels

This fireside chat explores the power of AI-driven visual and voice technologies in reshaping personalized interactions. As artificial intelligence continues to evolve, brands are leveraging voice assistants, generative visuals, and conversational AI to create seamless, interactive experiences that enhance customer engagement.

13:00 — Business Lunch

EMBRACING TECH FOR ENHANCED PERSONALIZATION

14:00 — **Case Study:**

Agentic AI Experimentation: The Future of Autonomous Testing and Optimization

• Agentic AI overview
• The case for Agentic Experimentation
• The Anatomy of Agentic Experimentation
• A Real world example / or potentially a demo ?!

Diana Tarfulea
Senior Director of Engineering, Target & Experience Optimisation
Adobe

14:40 — **Case Study:**

Grow From Your Base via Hyper-Personalization & Contextualization

• Leverage data & AI to know your customers
• Build customer engagement via every interaction along the customer journey
• Leverage insights for continuous improvements

Nora Weber
Head of Contextual Campaigning at Deutsche Telekom AG, B2C Europe
Deutsche Telekom

15:20 — Afternoon Tea and Networking Break

15:40 — **Case Study:**

A/B Testing vs. Experimentation – Understanding the Broader Impact *

This session explores the difference between incremental optimization through A/B testing and the broader scope of business experimentation, highlighting how companies can test disruptive ideas and new concepts, apply experimentation across multiple business areas, from customer experience to operational strategies, use data-driven insights to validate big decisions, and more

Alexandre Suon
Head of Experimentation
Accor

16:20 — **PANEL DISCUSSION**

From Automation to Customization – Leveraging Tech to Meet Individual Customer Needs

As businesses embrace automation to streamline processes, the next challenge is moving beyond efficiency to true customization. This panel explores how brands can leverage AI, machine learning, and real-time analytics to create tailored, intuitive customer experiences that adapt dynamically to individual preferences.

17:00 — Chair's Closing Remarks and End of Day One

18:00 — Networking Dinner

* TBC

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DAY 2

21 NOVEMBER 2025

08:30	Check-In and Welcome Coffee
09:00	Day Two Opening Remarks from the Chair

NEXT-GEN PERSONALIZATION FOR TOMORROW'S CUSTOMER

09:10   AVAILABLE SPONSORSHIP SLOT

SPONSORED SLOT

Excellence in Personalisation to Build Lasting Customer Loyalty

In an era where customers expect tailored interactions, achieving excellence in personalization is key to fostering long-term loyalty. This panel explores how brands can move beyond simple personalization tactics to create deeply engaging, emotionally resonant experiences that keep customers coming back.

09:50   Case Study:

The Importance of Physical Cards in Branding

Despite the rise of digital interactions, physical cards—whether business cards, membership cards, or gift cards—remain a powerful branding tool. They create tangible connections, reinforce brand identity, and leave a lasting impression on customers.

Tapio Vailahti
Head of Innovation, Card Personalization
Tietoevry Banking

tietoevry

10:30   Morning Coffee and Networking Break

11:00   Case Study:

Crafting a Dev-licious Online Presence - Personal Branding for Developer

• Foundation Building: Learn the essential elements of creating a strong personal brand as a developer, including defining your unique value proposition and identifying your target audience
• Creative Strategies: Discover strategies to showcase your skills and achievements in the online and offline world, using analogies and storytelling to make your brand memorable
• Overcoming Challenges: Explore common hurdles in personal branding, such as maintaining authenticity and dealing with imposter syndrome, and learn how to navigate them
• Interactive Networking: Participate in a fun and interactive Personal Brand Bingo game, designed to reinforce the concepts discussed and foster meaningful connections with fellow developers

Uzcategui Cleyra
Software Engineer
JPMorgan Chase & Co.

JP MORGAN CHASE & CO.

11:40   Case Study:

Increasing Customisation of Your Products and Services for Maximum Customer Satisfaction *

Personalisation has evolved from a competitive advantage to a customer expectation. This case study explores how businesses can refine their customisation strategies by leveraging AI, data insights, and customer feedback to create tailored products and services that drive satisfaction and loyalty.

Bartosz Balewski
UX/UI Designer
Google

G

12:20   WORKSHOP

Transforming Personalization Through Interactive Experiences

In today's digital landscape, personalization is evolving beyond static recommendations—it's becoming immersive, interactive, and real-time. This workshop explores how AI-driven voice assistants, dynamic visuals, and conversational interfaces can create highly engaging, responsive customer experiences that feel truly individualized.

13:00   Business Lunch

14:00   Case Study:

Ensuring Close Cooperation with Product Managers and Developers for Personalised Products and Services *

Successful personalisation requires strong collaboration between product managers and developers, ensuring that technological capabilities align with business goals and customer needs. This case study examines how cross-functional cooperation enables businesses to develop tailored, customer-centric products and services efficiently.

Mahendra Muralidhar
Global Head, Localization
Amazon

amazon

14:40   Case Study:

Creating Bespoke Guest Experiences at Scale

Luxury travel brands must balance high-touch personalization with scalability, ensuring that every guest feels uniquely valued while maintaining operational efficiency. This session explores how Princess Cruises leverages data-driven insights, AI, and guest preferences to craft tailored experiences that enhance satisfaction and loyalty.

Fernando Reis
Business & Brand Director
Princess Cruises

PRINCESS CRUISES

15:20   Case Study:

Predictive Personalization – Anticipating Customer Needs Before They Arise

Personalization is no longer just about reacting to customer behavior—it's about predicting needs before they happen. With advancements in AI, machine learning, and behavioral analytics, brands can anticipate customer preferences, delivering tailored experiences before the user even asks.

Speaker TBC

16:00   Chair's Closing Remarks and End of Summit

* TBC

About Us

Luxatia International specialises in bringing people together through outstanding strategic business conferences & summits, professional training and b2b congresses. We maintain the highest standards of quality in research and market analysis, finding the right issues and then producing high-profile events.
We accelerate growth across industries and across the globe by bringing together world leading experts who provide cutting-edge information to business authorities.

6 Reasons To Choose Us

• Comprehensive Market Research
• Cutting-Edge, Market Driven, Quality Programmes
• Facilitated Networking Opportunities
• Ultimate Meeting Point for Modern Decision Makers
• Unparalleled Speaker Line-Ups
• Exclusive Branding Opportunities

SPOTLIGHT ON OUR SPEAKERS

Yenan Wang
Head of TikTok LIVE EU Central Agency
TikTok

Yenan Wang is a performance-driven influencer marketing expert with deep experience in creator monetisation, live commerce, and scaling digital campaigns across the globe. She has led influencer and agency programs at one of the world's top short video platforms, working with creators and partners to drive measurable outcomes for brands.

Her approach bridges creativity and performance, helping marketers turn influencer campaigns into full-funnel growth engines - from discovery to conversion. She now shares frameworks and strategies to help businesses and agencies unlock the true potential of creator marketing.

Bartosz Balewski
UX/UI Designer
Google

With over fifteen years of experience as a UX/UI design expert and a mentor at Google for Startups Accelerator, Bartosz also helps startups worldwide to succeed by providing them with the platform, resources, mentorship, and training they need to build and grow their products. He has a master's degree in social psychology, a postgraduate degree in social and market research, and a certificate in human-computer interaction from Stanford University. He is also a certified Master of Sprints and Mobile Experience professional. His passion is to create meaningful and engaging experiences that solve real problems and make a positive impact.

Uzcategui Cleyra
Software Engineer
JPMorgan Chase & Co.

Cleyra is a Venezuelan Software Engineer based in the United Kingdom. Her passion for web development and user experience has led her to focus her career on creating products that are easy to use and accessible to everyone. She is also a promoter of diversity and inclusion in the tech industry and is always looking for ways to promote equal opportunity and representation. She serves as a Women Techmakers ambassador, Google Developers Group organizer, and Affiliate Professor at the University of Glasgow and the University of Strathclyde.

Nora Weber
Head of Contextual Campaigning at
Deutsche Telekom AG, B2C Europe
Deutsche Telekom

Nora Weber is the Head of Contextual Campaigning at Deutsche Telekom AG, B2C Europe, where she leads data-driven marketing strategies to enhance customer engagement and brand positioning. With expertise in contextual advertising, personalization, and digital transformation, she focuses on delivering highly relevant, real-time campaigns tailored to consumer behavior.

Glenn Exton
Head of Retail & Affluent Personalisation
NatWest Group

Glenn Exton is the Head of Retail & Affluent Personalisation at NatWest Group, where he leads customer analytics and personalization strategies to enhance engagement and loyalty. With expertise in data-driven decision-making, customer segmentation, and behavioral insights, he focuses on delivering tailored financial experiences for retail and affluent clients.

Diana Tarfulea
Senior Director of Engineering,
Target & Experience Optimisation
Adobe

Diana Tarfulea is a seasoned software engineering leader, keynote speaker, and passionate advocate for women in technology and girls in STEM. She serves as Senior Director of Engineering at Adobe Romania, where she leads product development in areas such as testing, personalization, and online recommendations.

Throughout her career, Diana has focused on transforming ideas into impactful software solutions. She excels at defining strategic direction, nurturing inclusive and high-performing teams, and fostering a culture of innovation. Her leadership spans diverse industries and geographies-across both public and private sectors-and includes complex initiatives leveraging Multi-Cloud architectures, Big Data, Machine Learning, and Generative AI.

Tapio Vailahti
Head of Innovation, Card Personalization
Tietoevry Banking

Tapio Vailahti is the Head of Innovation, Card Personalization at Tietoevry Banking, where he focuses on advancing payment card technologies, sustainability, and personalization. His expertise includes developing eco-friendly card solutions, optimizing card lifecycle management, and integrating innovative personalization strategies to enhance customer engagement.

Fernando Reis
Business & Brand Director
Princess Cruises

Fernando Reis is the Business & Brand Director at Princess Cruises, overseeing guest experience strategies, onboard revenue management, and brand positioning. With a strong background in luxury hospitality and travel, he focuses on enhancing customer engagement through personalisation, data-driven marketing, and innovative guest services.

Alexandre Suon
Head of Experimentation
Accor

Alexandre Suon is the Head of Experimentation at Accor, where he leads product experimentation, personalization, and data-driven decision-making to enhance customer experiences. With a strong background in digital transformation and analytics, he focuses on building a culture of experimentation that fosters innovation and mitigates risks.

Mahendra Muralidhar
Global Head, Localization
Amazon

Mahendra Muralidhar is the Global Head of Localization at Amazon, where he plays a key role in ensuring Amazon's products and services are adapted for diverse languages, cultures, and markets worldwide. With a background spanning content creation, localization, and technology, he has helped shape Amazon's global expansion strategies, ensuring seamless customer experiences across regions.

REGISTRATION FORM

WORLD PERSONALISATION SUMMIT | 20–21 NOVEMBER 2025 | BERLIN, GERMANY

☐ Delegate Pass

- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

~~1495 euro~~

1195 euro

*For registration completed by **July 4th***

Promo Code
Early300

☐ Group Pass

- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

~~1495 euro~~

1095 euro

*For registration completed by **July 4th***

Promo Code
Early400

☐ Online Pass

- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Virtual Networking Opportunities
- Access to the Entire Event from the Comfort of your Home
- Possibility to Share Branded Materials with the Audience
- Post-Conference Documentation Package
- Delegate List

699 euro

☐ Branding Package

- 1 Delegate Pass
- 2-Day Access to all Summit Sessions
- Branded roll up display
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

Limited availability

3499 euro

DELEGATES

1
Name:
Position:
E-mail:

2
Name:
Position:
E-mail:

3
Name:
Position:
E-mail:

CONTACT INFORMATION

Company:
Address:
City:
Postcode:
Phone:
VAT No:
Date:
Signature:

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TERMS & CONDITIONS

By sending this form, I confirm that I have read and accepted the terms and conditions detailed below.

Confirmation

We will confirm your participation after receiving signed registration form. All discounts can only be applied at the time of registration and discounts cannot be combined.

Discounts for group registrations are only valid for the number of delegates specified on your booking form.

Prices for each event are correct at the time of publication. Luxatia International reserves the right to change the prices at any time but changes will not affect registrations which have already been confirmed by Luxatia International.

Cancellation policy

You may substitute delegates at any time by providing reasonable advance notice to Luxatia International.

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