

TRACK 2 - PLAN

8:00 AM • **Registration & Breakfast**

9:30 AM • **Opening Keynote**

10:40 AM • **Custom Apps in the Wild**

Alex King,
Solutions Engineer, Slack

How do Slack customers use custom apps to power real-world sales, marketing, and HR teams? Gain inspiration and insight into how these integrations amp up productivity and drive results, whether they're helping close a deal or reducing time spent on lookups and logins. You'll come away with executable ideas to solve your challenges through Slack's Platform.

11:25 AM • **Unlocking Powerful Custom Apps Without Code**

Karishma Kothari,
*Solutions Engineering
Manager, Slack*

Roo Harrigan,
*Engineer on Platform,
Slack*

Is it possible for teams to bring their unique tools and processes into Slack — without tons of engineering support? Absolutely. Learn how to leverage out-of-the-box services like ServiceNow to extend Slack without ever opening a text editor.

12:00 PM • **LUNCH & ACTIVATIONS**

1:25 PM • **Getting to Know You: Building Products for Specific Roles**

Diógenes Brito,
UX Designer, Slack

Nancy Riley,
*VP and General Manager,
App Hub at HubSpot*

Sam Boonin,
VP Product, Zendesk

Caitlin Johnson,
*Platform Product
Management Lead, Asana*

If you don't have a robust design or research team, how can you deeply understand your user's needs and apply it to your product? In this panel, leads from Asana, ZenDesk, and Hubspot discuss how they build for specific personas through user journeys, testing, and research — then decide how to bring this product functionality into Slack

1:55 PM • **Manufacturing Serendipity with Slack**

Mark Dorison,
*Partner and Technical Director,
Chromatic*

The world is moving to a distributed workforce. While this flexibility provides great opportunity, it also presents challenges when team members are not physically close to one another — challenges that are best met head on. We will discuss how we can manufacture serendipity and create valuable team interactions for new and existing team members through the use of Slack platform apps.

2:25 PM • **The Best Interface for Learning is No Interface**

Liz Howard,
CTO, Enki

The Slack platform has allowed Enki, an open-source learning platform, to create a chatbot that delivers learning content, drives internal knowledge sharing, and supports a culture of learning and mentorship that works on every operating system. This talk shows how bots in Slack have allowed Enki to put learning and mentorship interactions in their natural context — a conversation between a learner and a mentor.

2:45 PM • **Break**

3:15 PM • **What Makes an App "Enterprise Ready?"**

David Smock,
*Senior Solutions Engineer,
Slack*

Josh Lannin,
*Senior Director of
Engineering, Workday*

Gloria Leung,
*Senior Manager,
IT Workforce Experience, Workday*

What makes an app "ready" for the enterprise, and how can you get your own app up to snuff? Workday will lead a lively discussion on building secure, enterprise-ready products on Slack, and go deep on what enterprises look for when evaluating new tools.

3:55 PM • **Designing Growth-Friendly APIs**

Brenda Jin,
Staff Engineer for Platform, Slack

Learn how the Slack Developer Platform team collaborates to design and evolve APIs, balancing current needs with future considerations. We'll also share practical tips and lessons that the team has learned from the last few years of API development.

4:25 PM • **Three Years and Still Iterating**

Anthony Bleton-Martin,
CEO, MailClark

A first conversation in direct message? A setup wizard in the browser? We've tested these onboarding strategies (and more) since we launched our Slack integration in 2015. During this very practical talk — packed with screenshots, figures and user feedback — we'll share mistakes and achievements made along the way.

4:55 PM • **Closing Keynote**

5:30 PM • **Community Reception**
