

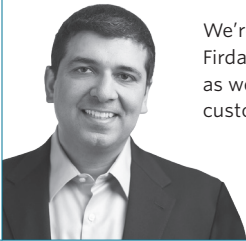



Idea Exchange
by bswift

2019 Channel Partner
Agenda

Our 2019 conference will feature engaging keynotes, breakout sessions and panel discussions tailored to the needs and interests of our partners. This year, you can expect even more bswift fun combined with unique Disney experiences! Plus, you can't miss our exciting surprise dinner Wednesday night - it's sure to be an unforgettable experience. We can't wait to welcome you to Idea Exchange 2019!

Wednesday | May 1, 2019

TIME	DESCRIPTION	LOCATION
11:00a - 4:45p	<p>Registration and Check in</p> <p>Join us at a Welcome Table for bswift 101 - Are you new to bswift? Is this your 1st Idea Exchange? Do you need an orientation to the event? Who's who? Want advice on sessions you might like?</p>	Palm Lobby
CHANNEL PARTNER GENERAL SESSIONS		
12:00 - 1:00p	<p>Lunch and Channel Partner Welcome</p>	Grand Ballroom
1:00 - 1:45p	<p>bswift Technology Update</p> <p>Where is HR tech headed and what is bswift doing to stay ahead of the game?</p>	
2:00 - 2:45p	<p>Keynote Speaker</p> <p>Firdaus Bhathena, Chief Digital Officer at Aetna, a CVS Health Company</p>  <p>We're excited that this year's conference will feature keynote speaker, Firdaus Bhathena! Firdaus is responsible for Aetna's digital strategy, as well as product management, architecture, engineering, delivery, customer engagement and operations for market-leading digital experiences.</p>	
3:00 - 3:45p	<p>Executive Leadership Q&A Panel</p> <p>Ask bswift's executive leadership team questions in a small group environment</p>	
4:00 - 4:45p	<p>Get to know your Channel Partner network</p> <p>How you can partner with other Channel Partners to leverage their products for your clients</p>	
4:45 - 6:45p	<p>Break</p>	
6:45p	<p>Surprise Offsite Dinner!</p> <p>Buses pick up at 6:45</p> 	

Thursday | May 2, 2019

TIME	DESCRIPTION			LOCATION
ALL ATTENDEE GENERAL SESSIONS				
8:00 - 8:30a	Breakfast			Palm 1/2
8:30 - 8:45a	Welcome			
8:45 - 9:15a	bswift Operational and Technical Update			
9:15 - 10:00a	Building a Benefits Brand (Moderated Client Panel)			
10:00 - 10:30a	Break and Sponsor Visits			
10:30a - 12:00p	Disney Institute Keynote Speaker Get an introduction to the Disney approach in an engaging format that will allow you to understand the importance of the customer experience and inspire a new way of thinking			
12:00 - 1:00p	Lunch and Sponsor Exhibit Visits			
CHANNEL PARTNER BREAKOUT SESSIONS				
TRACK NAME	bswift Technology Track	Channel Partner Operations Track	Sales Support and Enablement Track	
	Camelia/Dogwood	Azelea/Begonia	Narcissus/Orange	
1:00 - 1:45p	Data Security and Benefits Technology According to SecurityScorecard's most recent report, bswift scored highest of all benefits administration providers evaluated and was 5.5 times less likely to experience a security event in comparison to other providers	Communication Portfolio bswift's many communication options such as microsites, portals, print materials, eGuides and more can come together to create an exceptional employee experience	Up Your bswift Sales Game Enjoy some insights from the Business Development team around how to more effectively sell and demo bswift	
2:00 - 2:45p	Ask Emma is all grown up! Emma has had some exciting changes recently	CP Certification and Training Update New items since last year and what's on the horizon	In the Fam How bswift's relationships with Aetna and CVS partners such as PayFlex and HDMS can benefit you	
3:00 - 3:45p	Integrations Existing and Future APIs and how you can use them	Higher Standards for bswift Builds Updating your sites during the down season, post OE operations evaluation and improving your builds and operational processes	Financial Wellness Panel Learn what successes other Channel Partners are having with financial wellness tools	
4:00 - 4:45p	Where are they now? Update on the topics presented at the 2018 Test Kitchen presentation	What is "Practice Leadership" anyway? How bswift is paving the way to the future with training, compliance, process documentation and controls	How can Aetna help you? What is Aetna doing on bswift to service the small and Middle Markets and how is that going to benefit you as a Channel Partner?	
5:15p	Break			
6:00p	 Dinner at Paddlefish Restaurant in Disney Springs® (Walking distance from Hilton)			Paddlefish Restaurant