

# IDENTIFIED.

## The Customer Identity Conference

FOUNDED BY  
**GIGYA**

*“Trust is the glue of life. It’s the most essential ingredient in effective communication. It’s the foundational principle that holds all relationships.”*

– Stephen R. Covey

### What Is IDENTIFIED?

IDENTIFIED. The Customer Identity Conference on Tuesday 6th June 2017 in London is the first conference dedicated to customer identity and the imperative for today’s businesses to turn anonymous online visitors into known, loyal customers.

Founded by Gigya, the leader in Customer Identity Management, IDENTIFIED will bring together top industry experts, research analysts, and digital identity practitioners. During the conference, we’ll explore why effectively managing customer identity enables personalised customer experiences that respect consumer privacy – the heart of any digital transformation.

At the event, you’ll have the opportunity to learn throughout the entire day while connecting with industry leaders during breaks and at a lively evening reception.

### Our Theme: The Power of Trust

Trust is the foundation for all customer relationships. In today’s hyper-connected digital marketplace, customers need to trust their personal data will be protected, trust their privacy rights will be respected, and trust businesses will treat them fairly. In return, businesses can deliver better, more personalized experiences that win customers and keep them coming back. Customer identity is the lynchpin for establishing this trust with consumers, as today’s most successful organisations understand.

IDENTIFIED is your chance to be part of the conversation.

Throughout a thoughtfully curated agenda, the industry’s brightest minds will explore vital topics such as the need to balance customer experience with consumer privacy, key trends in customer identity management, why identity is now at the core of digital transformation, and the power of trust and transformation in today’s always-on digital world.

You won’t find this kind of customer identity expertise and leadership in one place anywhere else, so [register now](#) to secure your place at IDENTIFIED.