

**TOMORROWZONE**   
**UNCONFERENCE**

**Exponential Technology and Future Customer Experience  
September 21-23, 2021, 9:00 AM CT-12:00 PM CT**

Connect, collaborate, experiment – go beyond the surface!  
September's UnConference brings you 3 virtual sessions that build on each other to catalyze your imagination of what's next!

**Session 1**

**AI, Empathy, and the  
Future of Customer  
Experience**



**Jeannie Walters, CCXP**  
CEO of Experience Investigators  
**Tuesday 9/21**  
**9:00 AM – Noon CT**

**Session 2**

**Right Solution for the  
Right Job: Giving  
Surgeons X-Ray Vision**



**Mina Fahim**  
President & CTO of MediView  
**Wednesday 9/22**  
**9:00 AM – Noon CT**

**Session 3**

**Catalyst Workshop: Let's  
Co-create the Future CX!**



**Deborah Reuben, CLFP**  
CEO of TomorrowZone  
**Thursday 9/23**  
**9:00 AM – Noon CT**

**\$497** for all three sessions.

[Click Here to Register.](#)

**It's part thinktank, part working group, part meet-up, and part hang out –  
an online place to escape from the status quo.**

# What is the UnConference?

A **participant experience driven** event  
 avoiding conventional hierarchy  
 and traditional approaches.  
 It's **unconventional by design**.



### Boost Foresight

No other virtual place dedicated to continuously convening innovators who want to connect, collaborate, and explore future possibilities together.



### Expand Connections

No other platform actively and regularly connects innovators inside the EF industry with those outside the industry to spark fresh thinking about equipment finance.



### Catalyze Insights

Unconventional collaborations, fresh voices at the virtual table, and carefully designed experiences embracing intentional thought diversity and a new form of industry level interaction.

## Registration

**\$497 Registration includes**

- 3 live interactive virtual events that build on each other to catalyze ideation
- Access to session recordings in our online community
- Unique opportunity for hands on virtual collaboration with other innovation-minded professionals
- Pre-workshop training and warm up in the Mural collaboration space.

[Click Here to Register.](#)

## TomorrowZone is Proud to Support Innovators of the Future



Technovation[MN]

A portion of event registration fees are donated to **Technovation[MN]**, an organization that inspires and empowers girls to build technology to make an impact on their communities. **Technovation[MN]** provides free curriculum, mentor guidance, educational resources, and encouragement for girls ages 10-18.

## Our Awesome Partners Include



**Session 1: Tuesday, September 21, 2021 @9 AM CT – 12 PM CT**

**Staying Ahead of Tomorrow**

**Deborah Reuben, CLFP, CEO & Founder of TomorrowZone**

Taking time away from day to day demands to imagine and focus creatively on future possibilities may seem like a luxury for many business leaders. But, in a rapidly changing and uncertain world, the practice is vital. Deb will kick off the discussion of the implications and opportunities of exponential technology advances today and into the future.

**AI, Empathy, and the Future of Customer Experience**

**Jeannie Walters, CCXP, CEO and Founder of Experience Investigators**

In a world of increasing dependence on algorithms, how do we ensure a great customer experience? How do we avoid losing the human touch? Where does human empathy fit into the picture as the adoption of AI accelerates? Join Jeannie Walters to explore the implications and opportunities at the intersection of rapidly advancing technology innovation and what's now and next for customer experience.

**Session Agenda:**

- Kick off – Acceleration & the Future of CX – with Deb Reuben
- Empathy, AI, and the Future of Customer Experience – with Jeannie Walters
- Facilitated Breakouts throughout to stretch our thinking and gain peer insights
- We will include two brief breaks during the session.

**Session 2: Wednesday, September 22, 2021 @9 AM CT – 12 PM CT**

**Right Solution for the Right Job: Giving Surgeons X-Ray Vision**

**Mina Fahim, President and CTO of MediView**

What might be possible at the intersection of cloud, AI, and Augmented Reality (AR)? In this session we will learn how MediView is leveraging these technologies and more to enhance the human experience. Harnessing technology with a relentless focus on improving the human experience for all stakeholders. Employing new technology is reducing surgeon radiation exposure, reducing time for procedures, and giving surgeons X-ray vision to improve both patient experience and outcomes. This is not science fiction, it's science now. We will consider the emerging landscape of intelligent and immersive technology in the operating room and beyond and what it could mean for the world of finance. We will focus on how to understand the job the customer is trying to do and what tools can we give them to do it and imagine the art of the possible.

**Session Agenda:**

- Top of Mind Insights – a unique opportunity to connect with peers - Deb
- Right Solution for the Right Job: Giving Surgeons X-Ray Vision– with Mina Fahim
- How is technology making it possible to improve the human experience in equipment finance?
- Facilitated Breakouts throughout to stretch our thinking and gain peer insights
- We will include two brief breaks during the session.

**Session 3: Thursday, September 23 @9 AM CT – 12 PM CT**

**Catalyst Workshop: Let's Co-create the Future CX!**

**Facilitated by Deborah Reuben, CLFP, CEO & Founder of TomorrowZone**

Experience an interactive new way of collaborating in the digital world. Step away from day to day and stretch your thinking about what could be. In this virtual innovation challenge, we will be working together in small teams to examine the impact of forces of change, analyze implications of accelerating technology progress, and exercise our imaginations to **envision the customer experience of 2028.**

By the end of this fast-paced hands-on session, attendees will:

- Identify and recognize forces of change likely to impact their industry short term and long term.
- See the implications and opportunities of key disruptive technologies to watch.
- Imagine future possibilities and reflect on readiness.

**Technical Requirements for Session 3**

We will be leveraging Zoom for video conferencing and Mural for the session 3’s virtual workshop. To participate, you will need high speed internet, Zoom (audio & video), One of the following web browsers: Chrome: 51 or above; Edge: 43 or above; Safari: 9 or above; Firefox: 46 or above

**About Speakers**



**Jeannie Walters, CCXP**

Jeannie Walters, CEO and Founder of Experience Investigators, has spent more than 20 years as a customer experience consultant, coach, and industry leader.

She is a Certified Customer Experience Professional (CCXP), a charter member of the Customer Experience Professionals Association, a Professional Member of the National Speakers Association, a TEDx Speaker, a LinkedIn Learning Instructor, and the co-host of the top-rated podcast, Crack the Customer Code.

She’s passionate about improving the everyday interactions we all have as customers and writes, speaks, studies and trains on customer experience issues around the world. She lives in Oak Park with her husband, two teenaged sons, and a very spoiled dog.

**Deborah Reuben, CLFP**

Deborah "Deb" Reuben, CLFP, DES is CEO and Founder of TomorrowZone. She inspires new thinking to explore the art of the possible through extensive technical knowledge, equipment finance experience, and passion for challenging the status quo.

A visionary with a keen eye for future trends, she has proven ability to spark innovative ideas in leaders who want to leverage cutting-edge technology and achieve their goals. As a Technology Strategy Consultant, she brings forward-thinking insights and original ideas to help companies gain efficiencies and design roadmaps for the future.

She has worked and collaborated with a variety of companies from ballroom stages to board rooms and beyond including Huntington, Wells Fargo, DLL, ELFA, Monitor, HCL, Linedata, MULUSA, and more. She holds many industry leadership positions and authored The Certified Lease & Finance Professionals’ Handbook 6th-8th editions.

**Mina Fahim**

**Mina Fahim** is the President & CTO of MediView, a company working to give health practitioners “X-ray vision” to simplify minimally invasive procedures, enhance clinical workflow, and improve patient outcomes using Augmented Reality.

He is an innovative medical device leader with deep experience in surgical navigation, data analytics, cardiovascular and orthopedic implantables, diagnostics, and atrial fibrillation ablation. He believes the foundation for significance is founded in trust, teams, and track record.

His professional and educational background is in biomedical engineering and management of technology. Prior to MediView, Mina worked with Medtronic and St. Jude Medical (Abbott) focused on developing innovative solutions for clinical unmet needs. Mina holds a Black Belt in Design, Reliability and Manufacturability – a discipline in optimizing solutions to meet the needs of customers.

Outside of work, he enjoys serving on mission trips with SALT Mission Group, spending time with his family & friends, and exercising with his wife, Monika.

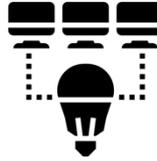




Unique  
Live Events



Online  
Community



Industry  
Innovation Challenges



Supporting  
Next Gen Innovators

## Who might YOU meet in the TomorrowZone®?

Over 140 brilliant professionals representing a variety of companies across the equipment finance ecosystem and beyond have joined in the UnConference including...

