

Knowledge 2020 is going digital



[Register now](#)

The Knowledge 2020 digital experience will showcase all the ways you can unlock productivity through modern digital workflows, highlight the latest customer and platform innovations, and inspire the ServiceNow community to continue to create great experiences for businesses. Register today at knowledge.servicenow.com!

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**Get
Inspired**



**Get
Educated**



**Get
Connected**

May 5 • knowledge.servicenow.com

Knowledge 2020 digital experience at-a-glance

Live on
May 5

**Six weeks of great
content**

Channels:

- Knowledge Home
- Now Platform
- IT Workflows
- Customer Workflows
- Employee Workflows
- Customer Success
- Sponsor
- Thought Leadership
- Experience Design
- Now Learning
- CreatorCon
- Now on Now

K20 Digital Experience: Session Breakouts

21st Century Enterprise

Live/Simu-live

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6+
Themes (Internal use only)	"Accelerate" TAKE WORK TO THE NEXT LEVEL <i>Dave Wright</i>	"Build" CreatorCon <i>Pat Casey</i>	"Succeed/Thrive" GET EDUCATED <i>Chris Bedi</i>	"Connect" GET CONNECTED <i>Dave Parsons</i>	"Dream" GET INSPIRED <i>Bill McDermott</i>	"Act" Jimmy Fitzgerald & Kevin Haverly
	Engage with the exciting, dynamic content ready for you to explore over the next five weeks. Join us here to learn how smarter workflows will help you create value in the new normal.	This week, everyone can learn how to build upon the foundation of the Now Platform to create new workflows right when you need them. Choose from one of our many breakout sessions and hands-on labs. Dive in!	Week three is filled with success stories from business and technical experts alike that will help you see what's possible with digital workflows.	Connect with other customers and partners like you from around the globe who are ready to transform the world of work. Come join us!	Inspiration awaits as we close out our five weeks of Knowledge with keynotes from ServiceNow leaders and customers ready to help us dream about transforming the world of work.	Post Live Keynote programming "Ever-green" content
Main Keynote	Welcome to Knowledge (May 5) - Dave Wright	CreatorCon (May 12-13) - Pat Casey	Now on Now (May 20) - Chris Bedi	Community (SNUGS) - Dave Parsons	Leadership Keynotes (June 3) - Bill McDermott	Now Value (June 9) - Kevin Haverly
Anchor Sessions	Workflow Spotlights	CreatorCon Spotlight	Now on Now Spotlight	GPES (Partner day: May 28)	Industry Solutions	cap &
	Thought leadership	Thought leadership	Thought leadership	Thought leadership	Thought leadership	
Breakouts, Demos & Labs	Launch Workflows & Experience Design Channels, breakouts & demos	Launch CreatorCon Channel, breakouts & demos	Launch Now on Now Channel, breakouts & demos	Launch Partner Programs, breakouts & demos	Launch regional breakouts & demos (APJ, EMEA)	Highlight reels, In case you missed...
	Labs	Workshops			Workshops	
		Hackathon				
Exec Programs	CIO Decisions CS Insights			Exec Connect		
Customer Success	Unified CSC	Now Creators	Community Engagement	Keynote and expert services	Learning Opportunities	Technical expertise
	Genius lounges, Success consultations, Inspire, BVA					
	Knowledge Meeting Center					

Navigating content

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Now Platform
Breakout

Supercharge Adoption with Champions

IT Workflows
Breakout

Tackling the terror of tech debt

Now Platform
Breakout

Performance analytics and reporting at the...

IT Workflows
Breakout

I want it all! Managing customers demand using ITBM

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Business Objective

Role

Product

Industry

Level

May 4 (2)

May 5 (42)

May 6 (39)

May 7 (39)

On Demand (65)

All times are shown in your local time zone

Sort By

A-Z

8:00 PM

KEYNOTE

Welcome to Knowledge! For Asia-Pacific - Option 1 (KEY3480c)

8:00 PM • 2h

Join us as we kick off the Knowledge 2020 Digital Experience! This opening broadcast ushers in what promises to be an amazing event with six weeks packed full of content which has been crafted specially to help you rapidly accelerate your digital

Live Session

Get Social

Take Challenge

Confidential.

Industry Track | Federal



Knowledge2020

Fuel mission-oriented innovation, unlock productivity, and take work to the next level

Mark your calendar! The Federal Government Track Launches on **June 2nd!**

Join us at Knowledge 2020 and hear from our customers and ServiceNow experts from around the globe as they share their insights to help your agency deliver modern, resilient, and cost-effective experiences while accelerating the pace of innovation.

- ✓ Go from digital transformation to digital evolution
- ✓ Transform the citizen and employee experience
- ✓ Move your agency from response to readiness to resiliency

Featured Federal Keynote Sessions

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BRE3496: How to Leverage Digital Transformation to Deliver Enterprise Services in the New Normal

Join Bob Osborn, ServiceNow CTO Global Government and Adelaide O'Brien, IDC Analyst and Consultant as they discuss how government agencies have made enormous investments in digital transformation, which can be leveraged to not only deal with recent challenges but embrace a "new normal."

BRE3498: Moving from Digital Transformation to Digital Evolution

Join Jonathan Alboum, ServiceNow Principal Strategist, and learn how to change the way services are delivered today and how to create a digital organization where disparate data and processes are connected to create value for the people – employees, customers, and citizens.

BRE3501: CIO Perspectives on Crisis Management – Moving your Organization from Response to Readiness to Resiliency

Join Jonathan Alboum, ServiceNow Principal Strategist and Hayri Tarhan, ServiceNow Director Solution Consulting, and learn how digital transformation has moved from a CIO priority to an imperative.

Keynotes



Hear from ServiceNow leaders ready to inspire and energize you to unlock productivity through modern digital workflows highlighting the latest customer and platform innovations.

Global Partner Ecosystem Summit



Thursday, May 25 (8:00 a.m. PT)

Learn. Explore. Innovate.

- Partner Experience Enhancements
- Ecosystem Empowerment
- Innovation

The federal track agenda builder goes live on
Friday, May 29!

Track Sessions

More Resources

BRE1548: U.S. Department of Health and Human Services (HHS)

Modernizing the federal employee experience

BRE1882: U.S. Department of Agriculture (USDA)

From The Great Depression to the Platform

BRE2300: National Oceanic and Atmospheric Administration (NOAA)

Implementing ServiceNow in Government

BRE2410: Defense Manpower Data Center (DMDC)

A DoD customer's journey through authorizing the ServiceNow IL4 SaaS

BRE2882: UNISYS/SAIC

How ServiceNow guards IT for the DoD

BRE3795: DHS Cybersecurity and Infrastructure Security Agency (CISA)

Protecting and increasing security around cyber threats for federal government and private sector

BRE3799: U.S. Agency for International Development (USAID)

Tracking thousands of mission workers across 23 countries during the COVID-19 outbreak

BRE3819: Department of Homeland Security (DHS)

Driving digital transformation across the DHS IT value chain

BRE3825: Booz Allen Hamilton

How the U.S. Air Force leveraged ServiceNow for enterprise planning

How to Accelerate Productivity in a Crisis with Digital Workflows

Accelerate the government's response to optimize digital workflows that simplify complexities so agencies can focus on delivering their mission rather than administrative tasks.

What Makes a Modern Digital Government?

Move your agency's modernization efforts from legacy and manual processes to modern and digital ones.

What Chief Information Officers Should Learn from the Coronavirus Response

Jonathan Alboum, Principal Data Strategist at ServiceNow as he discusses the Defense Department's task force that will implement telework and how CIOs can learn from the coronavirus response to improve how missions are completed.

New Federal Data Strategy 2020 Action Plan

Join Jonathan Alboum, Principal Data Strategist at ServiceNow as he discusses the Federal Data Strategy, and how Chief Data Officers are working to implement.

