

BEYOND THE MAP 2026

BEYOND THE MAP

FOR
SPEAKERS

KINGS PLACE · LONDON

THE VENUE

LONDON, KINGS PLACE

One of London's most distinctive conference and arts venues: a performance hall and cultural centre on Regent's Canal, a few minutes' walk from King's Cross and St Pancras International. For 2026, Beyond the Map takes over the full venue, including a dedicated exhibitor space introduced for the first time this year.

9–11 Nov

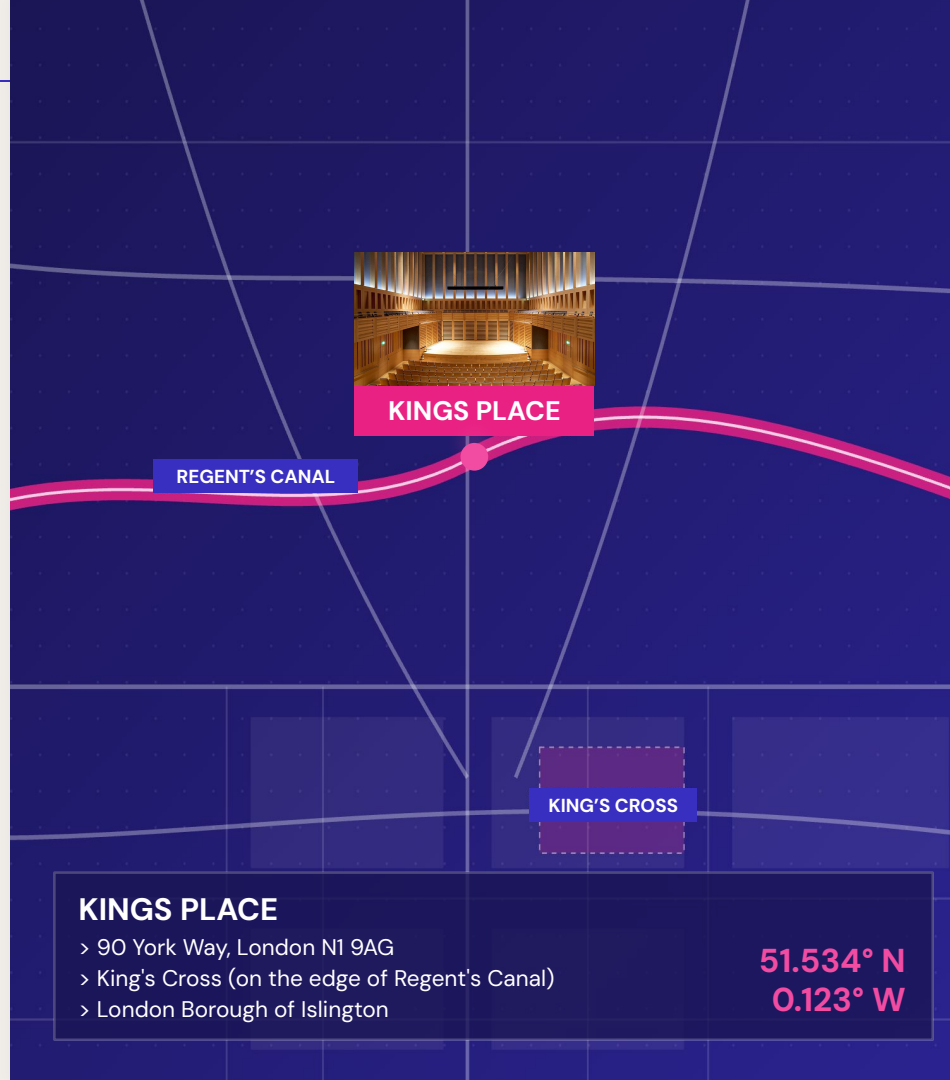
2026

2 days

Full venue takeover

4 min

Walk from King's Cross



KINGS PLACE

- > 90 York Way, London N1 9AG
- > King's Cross (on the edge of Regent's Canal)
- > London Borough of Islington

51.534° N
0.123° W

WHO ATTENDS

A ROOM BUILT FOR YOUR IDEAS

250+ senior leaders from large enterprises: CX executives, heads of product, service design leaders, AI & data leaders, and the business executives who act on what they hear.

250+

CX & ENTERPRISE LEADERS

Executives, heads-of and the teams who actually ship the work.

5

FUNCTIONS IN THE ROOM

CX · Product · Service design · AI & data · Business ownership

1st

DEDICATED EXHIBITOR SPACE

New for 2026: a curated exhibitor floor at Kings Place.

SPEAKERS & ORGANIZATIONS REPRESENTED IN THE LAST EDITION



WHY SPEAK

NOT A SPEAKING SLOT, A CONVERSATION

Beyond the Map is where enterprise leaders come to rethink how their organisations operate customer-centric. Connecting insight to outcomes, and turning experience into measurable impact.

01 A ROOM THAT DESERVES YOUR BEST

250+ senior leaders — CX executives, heads of product, service designers, AI & data leaders, and the business executives who fund their work. This is not a general audience. They're here because they want to think harder.

02 THE MOMENT MATTERS

2026 is when the conversation shifts from journey mapping to experience intelligence. What you say on this stage will land at exactly the right time, to exactly the right people.

03 CONTENT WITHOUT COMPROMISE

Commercial pitching is not permitted from the stage. That's not a restriction — it's what makes the audience actually listen. Speakers here get genuine engagement, not polite patience.

SPEAKING OPPORTUNITIES

Three formats: Keynote, Case Presentation, and Workshop. All content is reviewed by the BTM programming committee. All sessions must add genuine value to the audience — no product demos, no commercial pitches.

THREE FORMATS.

NO COMPROMISES

	Keynote	Case presentation	Workshop
Length	40–45 mins	35 min + 15 min Q&A	150 min
Format	Main stage	Practical presentation and discussion	Dedicated breakout room
Audience	All attendees	Optional track	Optional track
What it is	A point of view on the future of CX, AI, or experience intelligence	A real-world story with clear outcomes and audience takeaways	A hands-on session attendees can act on immediately
Editorial bar	Shaped with BTM programming team	Must include implementable learning	Format and content must be approved

All formats subject to committee review. Application via CFP or direct invitation.

WHAT MAKES A GREAT TALK

*The editorial team will work
with you to shape your session
— but the story is yours.*

◆ **A REAL STORY WITH A REAL OUTCOME**

Not a concept. Not a roadmap. Something your organisation actually did — what you learned, what broke, what worked, and what you'd do differently.

◆ **ONE CLEAR THING THE AUDIENCE CAN USE**

Every session at BTM should leave delegates with something they can act on when they're back at their desk.

◆ **A POINT OF VIEW, NOT A PRODUCT DEMO**

Tools and platforms are welcome as context. They are not welcome as the story. The audience can tell the difference.

◆ **ALIGNED TO THE 2026 THEMES**

More signal, less noise — Fix the system, not the map
— Strategy needs a receipt

WHAT YOU GET AS A SPEAKER

Speaking at BTM26 comes with more than a slot on the agenda. Here's what you can expect.

FULL ACCESS

COMPLIMENTARY CONFERENCE PASS

Full access to both main conference days — all keynotes, sessions, and networking.

EXCLUSIVE

SPEAKER WELCOME EVENT

Monday evening, November 9 — an informal gathering of all speakers, sponsors, and advisory board members ahead of the main programme. The best networking of the whole event.

EXEC TRACK

PRIVATE EXECUTIVE FORUM ACCESS

Monday — invite-only sessions for senior leaders. Deep content, small room, no audience performance required.

ON SPOTLIGHT

PROMOTION BEFORE AND DURING THE EVENT

Speaker bio and session featured on the BTM website, email programme, and on-site materials. Delegate notifications pushed when your session goes live.

CURATED PROGRAMME

CONTENT PARTNERSHIP

Your session is shaped in collaboration with the BTM editorial team — not handed over and forgotten. We'll work with you on framing, structure, and fit.

CONTENT

RECORDING AND DISTRIBUTION

Sessions may be filmed and distributed to the BTM community post-event.

OUR THEMES

This year's programme is built around three themes that tackle the real tensions in enterprise experience work — from turning data and AI into genuine intelligence, to proving the business value of CX in language that lands in the boardroom.

CONNECT CONTEXT

FIX THE SYSTEM, **NOT THE MAP**

Everyone says they're customer-centric. Few have built the operating model to prove it. This theme confronts the real friction in journey management — between human insight and organisational reality, between the map on the wall and the experience in the world — and explores what it genuinely takes to close that gap at scale.

CREATE CLARITY

MORE SIGNAL, **LESS NOISE**

Data, AI, and measurement have never been more powerful, and yet the gap between what organisations know and how they act has never been wider.

This theme explores how to close it: connecting qualitative and quantitative signals, embedding AI where it genuinely changes decisions, and building the intelligence infrastructure that turns insight into something an organisation can actually use.

DRIVE IMPACT

STRATEGY, NEEDS A RECEIPT

The case for experience work has been made. Now it has to be won. This theme is for leaders navigating the hard questions: how to demonstrate ROI to a CFO, how to build organisations that stay customer-centric under pressure, and how to make confident decisions about a future that refuses to hold still.

CONTENT STANDARDS

“ *Engaging stories, contrarian points of view and real-world use cases from applied AI in the Enterprise. That’s what people are coming for.* ”

JOCHEM VAN DER VEER – CEO THEYDO

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- 01 All speaker content reviewed by the BTM programming committee before confirmation.

 - 02 Sessions must align with the 2026 themes and add genuine value to the audience.

 - 03 Product demos and commercial pitches are not permitted from the stage.

 - 04 Keynotes, case presentations, and workshops go through the same editorial bar.

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LET'S
PUT YOU
ON THE MAP

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