



## Spring 2017 Update:

- Video Highlights: Leah Buley presentation on UX / CX Strategy
- New UX STRAT Event: XD Workshops
- Interview with Willem Boijens, adidas
- Conference Workshop Slides: Jim Kalbach, Mapping Experiences
- Highlights from UX STRAT 2016
- UX STRAT Europe Early Bird Discount Ends April 30, 2017!

## Upcoming 2017 Events

- May 24-25: [XD Silicon Valley](#)
- June 15-17: [UX STRAT Europe](#)
- June 22: [Frankfurt UX Strategy Workshop](#)
- June 27: [Lisbon UX Strategy Workshop](#)
- July 5: [Barcelona UX Strategy Workshop](#)
- August 2: Boston UX Strategy Workshop
- September 18-20: [UX STRAT USA](#)
- October 24: San Francisco Workshop
- October 26: LA UX Strategy Workshop
- November: XD Austin

### Video Highlight: Leah Buley

At the 2016 UX STRAT USA conference, Leah Buley was a keynote speaker discussing the role of UX and CX in business. This video shows some highlights from her presentation.



### New UX STRAT Event: Experience Design (XD) Workshops

XD is a two-day workshop event for UX / CX / Product / Service Designers who want to grow their skills in the latest experience design methodologies. The first will be XD Silicon Valley on May 24 - 25, 2017.



### UX Strategy Interview: Willem Boijens, adidas

In this issue, Paul Bryan interviews Willem Boijens, Senior Director of Experience Design at adidas.

[Read the Interview](#)



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**Jim Kalbach**

“Mapping Experiences: Aligning for Business Value”

UX STRAT USA 2016

**UXSTRAT**

### [Jim Kalbach: Mapping Experiences](#)

Jim Kalbach, a well-known expert on UX Strategy and Experience Mapping, gave a workshop at UX STRAT USA on Mapping Experiences. Click the image to view his slides.

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### [UX STRAT USA Photos](#)

UX STRAT USA 2016 took place in lovely Providence, RI. Attendees went from presentations at the Biltmore during the day to mingling at the best bars Providence has to offer. Experience it yourself with our photo gallery.

[View Photos](#)



### [UX STRAT EU Ticket Discount](#)

Early bird discount tickets are available for UX STRAT Europe until April 30, 2017!

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The logo for UX STRAT, with 'UX' in orange and 'STRAT' in grey.