



**Turning Up  
What Matters  
Most to You**

**MAY  
13-15  
2026**

**NASHVILLE**

## **CHANNEL PARTNER AGENDA PREVIEW**

**Welcome to *HR Amplified*** at bswift's Idea Exchange—your backstage pass to the future of work, live from Music City. In a world full of static, bswift's Idea Exchange 2026 helps HR find the signal. It's not just about turning up the volume, we're tuning into what matters most: your people.

**We're dialing up the volume on three key pillars:**

- **Tune:** Harmonize your approach. Press play on solutions from bswift tailored to your people and your goals. From intuitive tech to communications, we'll help you hit all the right notes.
- **Resonate:** Engage your people. Take benefits from a checkbox to a connection. We'll show you how the right tech and engagement strategies stick—because when it clicks, it matters.
- **Sustain:** Build for the long haul. Transform wellbeing from a program to a lifestyle. Support your people with solutions to ensure long-term success for them and your organization.

**Join us for forward-thinking and bold keynotes, breakout sessions, and discussions!**

The JW Marriott, 201 8th Ave S, Nashville, TN 37203

## Arrival – Wednesday, May 13, 2026

2:00 – 10:00 p.m.    **Registration & Check-In**

3:00 p.m. - ongoing    **Immersive Pop-Up Exhibit**

6:00 p.m.    **The Soundcheck Social**

## Day 1 – Thursday, May 14, 2026

### MORNING SESSIONS

9:00 a.m. Start  
4:15 p.m. End

**Opening Act: Welcome to Music City**  
Enjoy a lively dinner and entertainment to kick off IX!

**bswift Leadership Unplugged:  
Live & Unfiltered**  
Get your burning questions answered in this “AMA” session.

**AI Takes the Stage: Amplifying HR with  
Mindful Tech**  
Learn more about how AI is transforming HR.

**Backstage Pass: What’s Next for bswift**  
Find out what’s on the horizon for the bswift tech.

**Center Stage Spotlight**  
Join us for an exciting keynote address!

### AFTERNOON SESSIONS

**Insights  
in the  
Spotlight:  
Outshine the  
Competition**  
Get smart, competitive insights from our experts.

**Harmonizing  
Integrations  
with bswift  
Simplify**  
Learn more about bswift Simplify and our integration solutions.

**Backing  
Tracks:  
The Channel  
Partner  
Product  
Deep Dive**  
Take a deep dive on our technology roadmap.

**A Standing Ovation: Channel Partner Awards**  
Join us to recognize our award recipients this year!

**The Music City Mixer**  
Unwind during our networking cocktail hour!

**Nashville Rhythm & Reception**  
It’s time to get down! Join us for our evening reception.

## Day 2 – Friday, May 15, 2026

### MORNING SESSIONS

9:00 a.m. Start  
1:30 p.m. End

**Back on Stage: Day 2 Welcome**

**Chart Toppers: Trends and Trailblazers in HR**  
Learn more about today’s top HR trends.

**In Harmony: Perspectives from Industry Leaders**  
Learn more about today’s industry trends.

**Your Backstage  
Pass to the bswift  
Ecosystem**  
Learn more about our partnerships.

**Sales Remix:  
Rewriting Your  
bswift Strategy**  
Take a fresh look at your bswift sales strategy.

**Take Center Stage  
with bswift COEs**  
Learn more about bswift’s COEs.

**bswift Beacon: Live from Music City**  
Experience a live, on-stage recording of our podcast!

**The Encore: A Look Ahead to 2027**  
Find out where IX is headed next...



To register, please follow the instructions emailed to you.  
For questions about your registration, contact [bswift@americanmeetings.com](mailto:bswift@americanmeetings.com).

