



**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.

