



**Turning Up  
What Matters  
Most to You**

**MAY  
13-15  
2026**

**NASHVILLE**

## 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**

**Fine Tuning:  
A Service  
Center  
Update**

Get the latest updates on the bswift Service Center.

**Resonate:  
Reimagine  
Engagement**

Learn more about bswift's engagement solutions.

**Deep Cuts:  
bswift  
Features  
You'll Want  
on Repeat**

Take a deep dive on our technology roadmap.

**Voices from the Front Row:  
Client Perspectives Live**

Hear firsthand from bswift clients like you.

**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.

**Cost Containment Strategies Panel**

Hear firsthand from industry experts.

**Connect with employers in your industry**

**The Pulse of  
Healthcare:  
Live  
Roundtable**

**Manufacturing  
Roundtable:  
The Backbeat of  
Innovation**

**Retail & Restaurant  
Roundtable:  
The Sounds of  
Success**

**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).

