



**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.

