



Sydney
21st August, 2025
Doltone House – Jones Bay Wharf

Join the Coupa Community in Sydney, as we discuss the current challenges and opportunities facing finance, procurement, and supply chain leaders.

Thursday, 21st August, 2025 | Agenda

Morning

08:00 – 09:00

Welcome refreshments and networking

09:00 – 10:15

Keynotes

10:15 – 11:15

Mid-morning networking & Morning Tea

11:30 – 13:15

Breakout sessions (see the following page for details)

11:30 – 13:30

Customer Advisory Board meetings (by invite only)

Afternoon

13:15 – 14:15

Lunch and networking

14:30 – 16:15

Breakout sessions (see the following page for details)

14:30 – 16:30

Customer Advisory Board meetings (by invite only)

16:30 – 18:30

Networking Reception

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Sydney Breakout Sessions #1

Choose from a range of topics,
including procurement, IT, AI, finance
and supply chain.

Time slot	Title	Description
11:30 – 12:15	AI in Coupa: Where do I start? A Step-by-Step Guide	As artificial intelligence (AI) continues to shape the future of spend management, organisations are increasingly looking for practical ways to integrate AI-driven insights and automation into their platform. But with the vast potential of AI, where do you begin? This session will demystify the process by providing a clear, step-by-step guide on how to leverage AI with Coupa.
11:30 – 12:15	Look Beyond Your ERP to Drive Margin Growth	In this product showcase, join us for a discussion on how Coupa can help your organization improve efficiency and decision-making in strategic sourcing. From automation in tail spend to incorporating the next level of optimization in challenging categories like transportation, learn how to seize sourcing opportunities and uncover the best solutions to maximize value.
11:30 – 12:15	Product Showcase: Strategic Sourcing	As organisations strive for higher margins, it's essential to look beyond traditional ERP systems. While ERP systems are vital for core operations, they often fall short in the specialised area of spend management. In this session, discover how Coupa complements your ERP, enhancing its capabilities to drive real financial impact. We'll explore how Coupa's advanced spend management tools deliver insights and efficiencies that ERP systems alone can't provide, empowering your organisation to capture savings, reduce risks, and improve margins.
11:30 – 12:30	Customer Advisory Board (Invite only)	Session 1: Customer Advisory Board - Detailed information will be available soon.

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Sydney Breakout Sessions #2

Time	Title	Description
12:30 - 13:15	Product Showcase: Coupa Source-to-Pay (S2P)	Let's take the Coupa Platform for a spin! Join us for a live demonstration of Coupa's Source-to-Pay (S2P) capabilities and see how our AI-driven solutions empower your organisation to grow smarter, move faster, and stay compliant. We will demonstrate how Guided Buying, Category Planning, and AI-powered Insights (to name a few!) enhance the end-user experience and streamline the entire S2P process.
12:30 - 13:15	P2P Maturity: An Expert's View on Coupa for Companies at any Stage	Organisations of all sizes, industries and maturities are undergoing financial transformations to improve efficiency, resiliency and scale. Join this session to hear from Coupa experts about what financial maturity can look like at companies in different stages of growth. Hear about their experience navigating the requirements of finance, procurement, and IT; implementing and managing Coupa in different operating models; and reimagining total spend management.
12:30 - 13:15	Strategic Sourcing and Supply Chain Design & Planning for Direct Materials	Effective management of direct materials is critical to maintaining competitive pricing, product quality, and supply chain resilience. In this session, we'll explore how Coupa Sourcing Optimisation and Coupa Supply Chain Design & Planning can be a game-changer in managing direct spend, including parts, packaging, chemicals, and other key materials. You will learn how to optimise sourcing strategies and supply chains for direct materials, leveraging Coupa's advanced analytics, and supplier collaboration tools.
11:30 - 13:30	Continued: Customer Advisory Board (Invite only)	Continued Session 1- Customer Advisory Board

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Sydney Breakout Sessions #3

Time	Title	Description
14:45 – 15:30	How to Get Your Project Approved: Tips for Communicating & Negotiating Internally – Interactive session	Getting buy-in for technology initiatives can be complex, involving multiple stakeholders across different functional areas – each with their own priorities and concerns. In this interactive session, you'll learn proven strategies for securing internal buy-in, from crafting a persuasive value-driven proposal to navigating internal negotiations. Join a Coupa Value Advisor and Sales expert as they share real-world insights from first-hand experience with Coupa Customers on influencing key stakeholders, aligning priorities, and demonstrating ROI.
14:45 – 15:30	Customer Panel	Efficiency Multiplier: Invoicing, Payments and Risk – Multiplying efficiency and minimising Risk with AI Driven Spend Management.
14:45 – 15:30	Product Showcase: Supply Chain Design & Planning	In this product showcase, join us for a discussion on how Coupa can help your organisation build a resilient and sustainable supply chain. You will learn about the various product capabilities you should take advantage of as well as some exciting new features and capabilities we are launching as part of the supply chain design & planning offering.
14:30 – 16:30	Session 2: Customer advisory Board (Invite only)	Customer Advisory Board – Detailed information will be available soon.

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Sydney Breakout Sessions #4

Time	Title	Description
15:45 – 16:30	Customer Insights: Mastering Adoption, Satisfaction & Change Management	Hear firsthand from Coupa customers as they share their experiences in driving a successful platform rollout. This session will explore practical tips and strategies for managing adoption, navigating change with multiple stakeholders, and overcoming the challenges that come with implementing new technology. Gain valuable insights, learn from real-world successes, and engage in an interactive Q&A to ensure you walk away feeling confident and prepared for a smooth go-live!
15:45 – 16:30	Sponsoring Partner Session	Details to Follow
15:45 – 16:30	Sponsoring Partner Session	Details to follow
14:30 – 16:30	Session 2 Continued: Customer Advisory Board	Customer Advisory Board – Detailed information will be available soon.

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