

# Unpacking Headless: Real Talk from the Front Lines of Digital Experience





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# Unpacking Headless

A few questions to get us going...

**What key factors should  
an organization evaluate  
when deciding whether  
to go headless?**





**Does adopting a headless architecture mean sacrificing control over the presentation layer?**

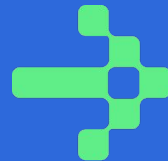
**How do you ensure  
collaboration between  
marketers and developers  
in a headless environment?**





**What factors should teams consider that might lead them to avoid choosing a headless solution?**





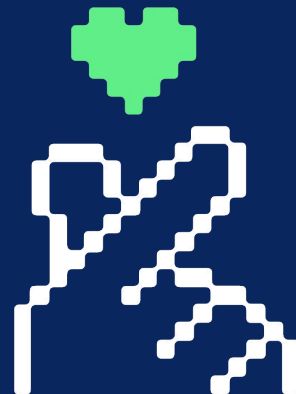
# Audience Q&A

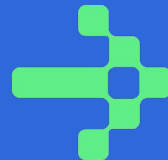
*Ask Us Anything!*

# Thank you!



Scan the QR code to  
share your  
feedback!





# More questions?

*Let's keep going!*



**What are some common misconceptions about composable architectures that you frequently encounter?**



**What role will AI-powered personalization play in the next generation of digital experience platforms?**

**What strategies do you  
use to deliver personalized  
content within a headless  
architecture?**





**Where do you see the future of headless and composable going next—what innovations or challenges are on the horizon?**

# Agenda

**Intros**

**Facilitated Headless Discussion**

**Interactive Audience Q&A**