









Sunday, May 5

Time	Session Information	
12:00 – 7:30 p.m.	Event Registration – Fairmont Austin	
1:00 – 4:45 p.m.	B-to-B Boot Camp	
2:45 – 4:45 p.m.	Women's Network Forum	
4:15 – 4:30 p.m.	Intermission	
4:40 – 5:15 p.m.	Session #3	
5:15 – 6:00 p.m.	 Leadership Keynote Alex Sheen	
6:00 – 7:30 p.m.	Evening Welcome Reception	
6:00 – 8:00 p.m.	ELE Reception/Dinner	SLE Reception/Dinner

Monday, May 6

Time	Session Information		
8:00 a.m. – 5:30 p.m.	Event Registration – Austin Convention Center		
8:00 – 9:30 a.m.	Breakfast		
8:30 – 10:00 a.m.	 Welcome Address/Guest Keynote		
10:00 – 10:30 a.m.	 SiriusDecisions Foundations #1		
10:30 – 10:40 a.m.	Intermission		
10:40 – 11:10 a.m.	 SiriusDecisions Foundations #2		
11:10 – 11:20 a.m.	Intermission		
11:20 – 11:50 a.m.	 SiriusDecisions Foundations #3		
12:00 – 1:00 p.m.	Networking Lunch in the Marketplace		
1:00 – 1:45 p.m.	 Sponsor Case Study Sessions #1		
1:45 – 2:00 p.m.	Intermission		
2:00 – 2:45 p.m.	 Sponsor Case Study Sessions #2		
2:45 – 3:15 p.m.	Networking Break in the Marketplace		
3:15 – 5:15 p.m.	 Keynote Presentations	3:15 – 3:55 p.m. ROI Presentation	3:55 – 4:35 p.m. Respect and Relevance: How Privacy and Trust Deliver Growth Isabel Montesdeoca, Peter Ostrow, <i>SiriusDecisions</i>
			4:35 – 5:15 p.m. Revenue Operations: Now Is the Time Jen Horton, Dana Therrien, <i>SiriusDecisions</i>
5:30 – 7:30 p.m.	Welcome Reception in the Marketplace		

Continued on next page








Tuesday, May 7

Time	Session Information			
7:30 a.m. – 5:30 p.m.	Event Registration – Fairmont Austin			
7:30 – 8:30 a.m.	Breakfast			
8:30 – 9:50 a.m.	Keynote Presentations	8:30 – 9:10 a.m. ROI Presentation	9:10 a.m. – 9:50 p.m. Aligned Meets Agile: Secrets to Putting Speed and Strategy to Work Across the Revenue Engine Cristina DeMartini, Jeff Lash, SiriusDecisions	
9:50 – 10:45 a.m.	Networking Break in the Marketplace			
10:45 – 11:30 a.m.	Sponsor Case Study Sessions #3			
11:30 – 11:45 a.m.	Intermission			
11:45 a.m. – 12:30 p.m.	Sponsor Case Study Sessions #4			
12:30 – 1:45 p.m.	Networking Lunch in the Marketplace			
1:45 – 2:25 p.m.	Account-Based Marketing	Advanced Demand Marketing	Brand and Communications	Customer Engagement
	Strategic Account Planning: How to Win Together	Economics of Alignment For Direct Demand	Thought Leadership: The Critical Link Between Corporate and Product Messaging	High Performance: Customer Engagement
	Channel Marketing	Content Strategy and Operations	Demand Marketing	Emerging Growth Strategies
	High Performance: Channel Marketing	High Performance: Content Strategy and Operations	Economics of Alignment For Direct Demand	High Performance: Marketing Executive
	Marketing Executive	Marketing Operations	Product Management	Portfolio Marketing
	High Performance: Marketing Executive	High Performance: Marketing Operations	High Performance: Product Management	High Performance: Portfolio Marketing
	Sales Operations	Technology		
High Performance: Sales Operations	Building the End-to-End Technology-Enabled Sales/Revenue Stack			
2:25 – 2:35 p.m.	Intermission			
2:35 – 3:15 p.m.	Account-Based Marketing	Advanced Demand Marketing	Brand and Communications	Customer Engagement
	High Performance: Account-Based Marketing	Taming ABM's Three-Headed Monster: How to Use Intent, Advertising and Personalization	High Performance: Brand and Communications	Retention: A Sirius Methodology for Growth
	Channel Marketing	Channel Sales	Content Strategy and Operations	Demand Marketing
You Had Me at Data: Critical Insights for Effective Channel Marketing	Operationalizing the Channel Sales Profitability Model	Programs of the Year: Content Strategy and Operations	Modeling Demand in a Demand Unit World	<i>Continued on next page</i>

Tuesday, May 7 continued





























Time	Session Information			
2:35 – 3:15 p.m.	 Emerging Growth Strategies	 Marketing Executive	 Marketing Operations	 Product Management
	Unlocking Hypergrowth: Perfecting Marketing Workflow at Emerging Companies	Nirvana: Achieving a State of Campaign Bliss	Target Demand: Open the Floodgates to Power Your Demand Unit Waterfall™	Minimum Viable Product: I Do Not Think It Means What You Think It Means
	 Portfolio Marketing	 Sales Executive	 Sales Enablement	 Sales Operations
	How to Keep Agile Development From Wreaking Havoc on Product Launches	Programs of the Year: Sales Executive	Sales Learning and Earning: The Multiplier Effect	The Evolution of Sales Operations: Driving Sales Performance and Productivity
	 Technology			
High Performance: Technology				
3:15 – 4:00 p.m.	Networking Break in the Marketplace			
4:00 – 5:30 p.m.	 Keynote Presentations	4:00 – 4:40 p.m. ROI Presentation	4:40 – 5:20 p.m. Guest Keynote Speaker, Matthew Luhn	5:20 – 5:30 p.m. Day 2 Closing remarks
5:30 – 7:30 p.m.	B2B Bash powered by the Titanium Sponsors			
8:00 – 10:00 p.m.	Sponsor After Party			

Wednesday, May 8

7:30 a.m. – 5:30 p.m.	Event Registration – Fairmont Austin			
7:30 – 8:30 a.m.	Breakfast			
8:30 – 9:50 a.m.	 Keynote Presentations	8:30 – 9:10 a.m. ROI Presentation	9:10 a.m. – 9:50 p.m. The Essential Secrets of Talking to Executives (and Getting What You Want) Monica Behncke, Phil Harrell, <i>SiriusDecisions</i>	
9:50 – 10:45 a.m.	Networking Break in the Marketplace			
10:45 – 11:30 a.m.	 Sponsor Case Study Sessions #5			
11:30 – 11:45 a.m.	Intermission			
11:45 a.m. – 12:30 p.m.	 Sponsor Case Study Sessions #6			
12:30 – 1:45 p.m.	Networking Lunch in the Marketplace			
1:45 – 2:25 p.m.	 Account-Based Marketing	 Advanced Demand Marketing	 Brand and Communications	 Customer Engagement
	Feeding ABM's Three-Headed Monster: Customizing the Content Diet for Discerning Palates	Hashtag Trending Now: Tactical Innovations in Demand Marketing	Future Vision: Brand and Communications	Future Vision: Customer Engagement

Continued on next page

Wednesday, May 8 continued

Time	Session Information			
1:45 – 2:25 p.m.	 Channel Marketing	 Channel Sales	 Content Strategy and Operations	 Demand Marketing
	Future Vision: Channel Marketing	Future Vision: Channel Sales	The Keys to the Content Kingdom: Unlocking Your Content's Potential With Metadata, Taxonomy, and Semantic AI	The Demand Unit Waterfall™ for Emerging Companies
	 Emerging Growth Strategies	 Marketing Executive	 Marketing Operations	 Product Management
	Future Visions: Emerging Growth Strategies	Future Vision: Marketing Executive	Future Vision: Marketing Operations	Future Vision: Product Management
	 Portfolio Marketing	 Sales Operations	 Technology	
	Future Vision: Portfolio Marketing	Future Vision: Sales Operations	Marketing Automation's Changing Position Within the Marketing Technology Universe	
2:25 – 2:35 p.m.	Intermission			
2:35 – 3:15 p.m.	 Account-Based Marketing	 Advanced Demand Marketing	 Brand and Communications	 Customer Engagement
	Future Vision: Account-Based Marketing	Future Vision: The Impact of the Demand Marketing Function In the Post-Digital Age	Building Effective Reputation Programs	Turning Customer Loyalty Into Growth: The Demand Map for Cross-Sell and Upsell
	 Channel Marketing	 Channel Sales	 Content Strategy and Operations	 Demand Marketing
	Digitizing the Partner's Journey	Winning at Channel Sales by Keeping Score: Creating and Using Partner Scorecards	It Takes a Village: Working Together to Build Insight-Driven Content Strategy	Future Vision: Economics of Alignment for Direct Demand
	 Emerging Growth Strategies	 Marketing Executive	 Marketing Operations	 Product Management
	40% of Budget and What Do I Get: Event Success in the Digital Age	Beyond the Lead: The True Value of Marketing	Programs of the Year: Marketing Operations	Why Did We Add This Feature? Getting Value From Enhancements
	 Portfolio Marketing	 Sales Executive	 Sales Enablement	 Sales Operations
	The New Buyer's Journey: Fortifying Your Messaging Strategy	Trends in Sales Structure: The New Way to Design a Sales Team and Optimize Coverage	Sales Asset Management and the Productivity Promise: Are We There Yet?	Sales Planning Playbook: A Working Guide to Build and Optimize Your Annual Plan
 Technology				
	Programs of the Year: Technology			
3:15 – 3:25 p.m.	Intermission			

Continued on next page

Wednesday, May 8 continued

Time	Session Information			
3:25 – 4:05 p.m.	 Account-Based Marketing	 Advanced Demand Marketing	 Brand and Communications	 Customer Engagement
	Programs of the Year: Account-Based Marketing	Evolving Qualification Strategies in a Buying Group World	Programs of the Year: Brand and Communications	Programs of the Year: Customer Engagement
	 Channel Marketing	 Channel Sales	 Content Strategy and Operations	 Demand Marketing
	Programs of the Year: Channel Marketing	Programs of the Year: Channel Sales	Future Vision: Content Strategy and Operations	Programs of the Year: Demand Marketing
	 Emerging Growth Strategies	 Marketing Executive	 Marketing Operations	 Product Management
	Programs of the Year: Marketing Executive	Programs of the Year: Marketing Executive	What's Really Working? How to Understand Tactic Effectiveness	Programs of the Year: Product Management
	 Portfolio Marketing	 Sales Executive	 Sales Enablement	 Sales Operations
	Programs of the Year: Portfolio Marketing	It's All About Execution: The AI-Enabled Approach to Closing Business	Programs of the Year: Sales Enablement	Programs of the Year: Sales Operations
 Technology				
The Future of B-to-B Technology: From Process to Experience				
4:05 – 4:45 p.m.	Networking Break in the Marketplace			
4:45 – 5:30 p.m.	 Keynote Presentations	4:45 – 5:25 p.m. ROI Presentation	5:25 – 5:30 p.m. Final Remarks	
7:30 – 10:30 p.m.	Green Tie Gala Closing Night Celebration featuring Leon Bridges Stubb's Bar-B-Q powered by the Premier Sponsors			
Event Concludes				

This content is copyrighted by SiriusDecisions, Inc. and cannot be reproduced or shared without prior expressed written permission from SiriusDecisions, Inc.

SiriusDecisions helps business-to-business companies worldwide improve sales, marketing and product effectiveness. Management teams make more informed business decisions through access to our industry analysts, best practice research, benchmark data, peer networks, events and continuous learning courses. SiriusDecisions is based in Wilton, CT with offices in Austin, London, San Francisco, Singapore, Toronto and Waltham, MA.