

Tuesday October 9

Time	Session Information			
7:30 – 8:30 a.m.	Registration / Networking Breakfast			
8:30 – 10:15 a.m.	 Plenary Sessions	8:30 – 8:45 Welcome	8:45 – 9:30 Expanding the Economics of Sales/Marketing/Product Alignment	9:30 – 10:15 Account-Based Marketing and Sales: Can We Talk (About Alignment)?
10:15 – 11:00 a.m.	Networking Break in the Marketplace			
11:00 – 11:45 a.m.	 LavaPM Case Study	 Bigtincan Case Study	 Zoho Case Study	
11:45 a.m. – 12:00 p.m.	Movement Break			
12:00 – 12:45 p.m.	 Ledger Bennett Case Study	 Merkle Case Study	 Oracle	
12:45 – 1:45 p.m.	Networking Lunch in the Marketplace			
12:45 – 1:45 p.m.	Lunch and Learns with Marketo and Verticurl			
1:45 – 3:15 p.m.	 Plenary Sessions	1:45 – 2:30 Activating Persona and Buyer Insights for Demand Creation	2:30 – 3:15 Modernising Localisation for a Global Digital World	
3:15 – 3:45 p.m.	Networking Break in the Marketplace			
3:45 – 5:00 p.m.	 Plenary Sessions	3:45 – 4:30 Fast-Tracking Demand Creation: Driving Better Engagement and Marketing Performance With Channel Partners	4:30 – 5:00 Driving Growth Across Diverse Markets in Asia Pacific Moderator: Tony Jaros SiriusDecisions Panelists: Brock, Fujitsu, Ho, IBM ASEAN and Lou, Cisco	
5:00 – 5:10 p.m.	Movement Break			
5:10 – 6:00 p.m.	 Plenary Sessions	5:10 – 5:55 Insourcing Vs Outsourcing: Do-it-yourself or Call for Help?	5:55 – 6:00 Closing Remarks	
6:00- 7:00 p.m.	Networking Reception in the Marketplace			

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