


Wednesday 3 October

Time	Session Information	
7:30 – 9:00	Registration and Networking Breakfast	
9:00 – 10:00	9:00 – 9:15 Day One Welcome	9:15 – 10:00 Expanding the Economics of Alignment
10:00 – 10:30	Networking Break in the Marketplace	
10:30 – 11:15	 <b>Foundations</b>	
	<b>Demand Creation</b>	<b>Portfolio Marketing</b>
	<b>Account-Based Marketing</b>	<b>Marketing Strategy and Operations</b>
	<b>Channel Marketing</b>	<b>Customer Engagement</b>
	 <b>ELE</b> <b>Boards and Revenue-Engine Leaders: Forging a Stronger Relationship</b>	
11:15 – 11:30	Movement Break	
11:30 – 12:15	 <b>Sponsor Case Studies</b>	
	<b>EIMS</b>	<b>Dun &amp; Bradstreet</b>
	<b>Ledger Bennett</b>	<b>Lionbridge</b>
	<b>ON24</b>	<b>PathFactory</b>
	<b>Showpad</b>	
	 <b>ELE</b> <b>Take Me to Your Leader: The Leadership Traits That Matter Most for B-to-B Success</b>	
12:15 – 13:30	Networking Lunch in the Marketplace	
	ELE Lunch	
13:30 – 14:15	 <b>Sponsor Case Studies</b>	
	<b>Bigtincan</b>	<b>Demandbase</b>
	<b>Impartner</b>	<b>OneTrust</b>
	<b>Salesforce Pardot</b>	<b>Synthio</b>
	<b>Televerde and Zoho</b>	
	 <b>ELE</b> B-to-B Networking Roundtables	
14:15 – 14:45	Networking Break in the Marketplace	
14:45 – 16:15	14:45 – 15:30 Transforming Sales and Marketing Processes to Embrace Data Privacy Regulations	15:30 – 16:15 ROI 1
16:15 – 16:30	Movement Break	
16:30 – 17:30	16:30 – 17:15 Stronger Together: Aligning Sales and Marketing Planning	17:15 – 17:30 Day One Closing Remarks
18:30 – 20:30	Green Tie Gala	








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Thursday 4 October

Time	Session Information							
7:30 – 17:00	Event Registration							
7:30 – 8:30	Networking Breakfast in the Marketplace   Women's Networking Breakfast							
8:30 – 10:00	 <b>Plenary Sessions</b>							
	8:30 – 8:35 Day Two Welcome			8:35 – 9:20 Programs of the Year			9:20 – 10:00 Account-Based Marketing and Sales: Can We Talk?	
10:00 – 10:30	Networking Break in the Marketplace							
10:30 – 11:15	<b>Account Based Marketing</b>	<b>Channel Sales</b>	<b>Demand</b>	<b>Marketing Operations</b>	<b>Content</b>	<b>Product Management</b>	<b>Sales Enablement</b>	
	Driving Successful ABM within the Parameters of Privacy	Introducing the Channel Sales Profitability Model: Quantify the Probability of Success	Lead Nurturing in a Demand Unit World	Naked and Afraid: Rationalising Confusing Goals to Pinpoint Marketing's Impact	Building a Best-Practice Multilingual Content Strategy	Product Management Excellence: Creating a Best-in-class Product Management Organisation	Sales Enablement Planning: Meeting Long Term Goals While Getting Short Term Wins	
11:15 – 11:30	Movement Break							
11:30 – 12:15	<b>Account Based Marketing</b>	<b>Channel Sales</b>	<b>Demand</b>	<b>Marketing Operations</b>	<b>Content</b>	<b>Product Management</b>	<b>Sales Enablement</b>	
	Are You Ready for Account-Based Marketing	Ensuring Quota Attainment Through Better Joint Partner Plan	B-to-B Demand Creation by the Numbers	What Really Counts in Channel Measurement	The State of B-to-B Content in EMEA	Global Pricing and Packaging: Using the Blueprint for Global Products	First-line Sales Managers: Enabling What Matters	
12:15 – 13:30	Networking in the Marketplace							
12:15 – 13:30	Lunch and Learn with Bigtincan							
12:15 – 13:30	Lunch and Learn with Ledger Bennett							
12:15 – 13:30	Lunch and Learn with Salesforce Pardot							
13:30 – 14:15	<b>Account Based Marketing</b>	<b>Channel Marketing</b>	<b>Demand</b>	<b>Marketing Operations</b>	<b>Customer Engagement</b>	<b>Portfolio Marketing</b>	<b>Sales Operations</b>	
	Aligning Sales and Marketing to Pursue Large Must-Win Deals	Fast-Tracking Demand Creation: Driving Better Engagement and Marketing Performance With Channel Partners	Redefining Field Marketing	Demand Unit Waterfall™: The Data Model	Building an Inspiring Brand Through Customer Engagement	Closing the Sales Knowledge Gap in Region	SiriusDecisions Sales Manager Productivity Model: Free Up Time So That Managers Can Coach	

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Time	Session Information						
14:15 – 14:30	Movement Break						
14:30 – 15:15	 <b>Account Based Marketing</b>	 <b>Channel Marketing</b>	 <b>Demand</b>	 <b>Marketing Operations</b>	 <b>Customer Engagement</b>	 <b>Portfolio Marketing</b>	 <b>Sales Operations</b>
	Tailoring Your ABM Dashboard for Next Gen ABM	Partner Engagement: Getting Your Unfair Share of Partner Mindshare	Agile Demand Creation Programs: Are you Building a Bridge or Crossing a River?	Marketing Infrastructure: A Capabilities-Driven View of the Stack that Drives Growth	Harnessing Customer Data for Post-Sale Engagement	Activating Persona and Buyer Insights for Demand Creation	Introducing the SiriusDecisions Sales Intelligence Model
15:15 – 15:45	Networking Break in the Marketplace						
15:45 – 17:30	15:45 – 16:30 ROI 2	16:30 – 17:15 ROI Digital Transformation: What Does It Mean, And What Must B-to-B Leaders Do To Make It Successful?				17:15 – 17:30 Event Adjournment	

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