
































Tuesday, December 10

Time	Session Information	
8:30 – 9:30 a.m.	Opening Remarks <i>Adams B</i>	 Built for Growth: The Revenue Engine Tech Stack <i>Adams B</i>
9:30 – 10:15 a.m.	 The Brains Behind the Operation: Orchestrating the NonLinear, Real-Time Buyer's Journey <i>Adams B</i>	
10:15 – 10:45 a.m.	Networking Break in the Marketplace <i>Adams A</i>	
10:45 – 11:30 a.m.	 6sense Case Study <i>Cottonwood 2/3</i>	 Intellimize Case Study <i>Cottonwood 4/5</i>
	 LiveRamp B2B Case Study <i>Cottonwood 6</i>	 ON24 Case Study <i>Cottonwood 7</i>
	 Allocadia Case Study <i>Cottonwood 8</i>	 Highspot Case Study <i>Cottonwood 9</i>
11:30 – 11:45 a.m.	Movement Break	
11:45 a.m. – 12:30 p.m.	 Mediafly Case Study <i>Cottonwood 2/3</i>	 True Influence Case Study <i>Cottonwood 4/5</i>
	 Lattice Engines Study <i>Cottonwood 7</i>	 Cvent Case Study <i>Cottonwood 8</i>
	 Demandbase Case Study <i>Cottonwood 9</i>	
12:30 – 1:30 p.m.	Networking Lunch in the Marketplace <i>Adams A</i>	
12:30 – 1:30 p.m.	Lunch and Learn sponsored by 6sense <i>Cottonwood 6</i>	
1:30 – 2:15 p.m.	 Track 1 Data and Analytics CDPs: Data Management Panacea or Over-Hyped Pretender? <i>Cottonwood 2/3</i>	 Track 2 Orchestration and Delivery Sales Engagement Platforms: Delivering Productivity Superpowers Through the Tech Stack <i>Cottonwood 2/3</i>
	 Track 3 Supercharging the Revenue Engine Tech Stack The Ties That Bind: How Connecting to Back-Office Tech Improves the Customer Journey <i>Cottonwood 8/9</i>	
2:15 – 2:30 p.m.	Movement Break	
2:30 – 3:15 p.m.	 Track 1 Data and Analytics Crystal Clear: Defining and Planning Against the Ideal Customer Profile <i>Cottonwood 2/3</i>	 Track 2 Orchestration and Delivery Switched On: Four Must-Have Video Technologies <i>Cottonwood 4/5</i>
	 Track 3 Supercharging the Revenue Engine Tech Stack The Soft Stuff is the Hard Stuff: Driving a Revenue Tech Culture <i>Cottonwood 8/9</i>	

Tuesday, December 10 continued

Time	Session Information
10:30 – 11:15 a.m.	Networking Break in the Marketplace <i>Adams A</i>
4:00 – 4:45 p.m.	 Client Guest Keynote: Nutanix <i>Adams B</i>  Why is Colonel Mustard Searching for Candlesticks? How to Analyze User Intent Clues for Hyper-Personalization <i>Adams B</i>
5:45 p.m.	Day One Close
5:45 – 6:45 p.m.	Networking Cocktail Reception in the Marketplace <i>Adams A</i>
7:00 – 9:00 p.m.	TechX Games <i>Adams Foyer</i>

Wednesday, December 11

Time	Session Information
8:45 – 9:45 a.m.	Opening Remarks <i>Adams B</i>  The More the Merrier: Operationalizing Buying Groups in the Revenue Tech Stack <i>Adams B</i>
9:45 – 10:30 a.m.	 Client Guest Keynote: IBM <i>Adams B</i>
10:30 – 11:15 a.m.	Networking Break in the Marketplace <i>Adams A</i>
11:15 a.m. – 12:00 p.m.	 Track 1 Data and Analytics Influencing and Persuading Audiences: Six Examples of AI in Action <i>Cottonwood 2/3</i>  Track 2 Orchestration and Delivery Let's Talk: Bots and the B-to-B Buyer <i>Cottonwood 4/5</i>
	 Track 3 Supercharging the Revenue Engine Tech Stack Maximize Your Torque with the Ultimate Revenue Enablement Tech Stack <i>Cottonwood 8/9</i>
12:00 – 1:00 p.m.	Networking Lunch in the Marketplace <i>Adams A</i>
1:00 – 1:45 p.m.	 Track 1 Data and Analytics Powering Content Transformation With the Right Technology and Data <i>Cottonwood 2/3</i>  Track 2 Orchestration and Delivery The Golden Spike: Connecting Price Optimization and CPQ Tools <i>Cottonwood 4/5</i>
	 Track 3 Supercharging the Revenue Engine Tech Stack Warm Up Your Tech Touch: Creating a Personalized Post-Sale Experience for All Customers <i>Cottonwood 8/9</i>
1:45 – 2:15 p.m.	Networking Break in the Marketplace <i>Adams A</i>
2:15 – 3:00 p.m.	 Client Guest Keynote TBD <i>Adams B</i>
3:00 – 4:00 p.m.	 Selling Up: Making the Case for Your Ideal Tech Stack <i>Adams B</i> Closing Remarks
4:00 p.m.	Event Ends

Full Agenda

 [Sponsor Case Study Sessions](#)

 [Keynote Sessions](#)

 [Track Sessions](#)

This content is copyrighted © 2019 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 San Francisco; Austin; Cambridge, MA; London; Singapore and Montreal.