






Wednesday, November 7

Time	Session information
5:30 – 7:30 p.m.	Event Registration and Badge Pick Up
5:30 – 7:30 p.m.	SiriusDecisions TechX Opening Reception

Thursday, November 8


Time	Session information
7:00 a.m. – 5:30 p.m.	Event Registration and Badge Pick Up
8:00 – 8:30 a.m.	Networking Breakfast in the Marketplace
8:30 – 9:30 a.m.	 Keynote Sessions Opening Remarks <i>Gil Canare, SiriusDecisions</i> It's Time to Fix What's Broken With Tech in B-to-B: Mapping Categories to Priorities <i>Gil Canare, Jonathan Tam, SiriusDecisions</i>
9:30 – 10:15 a.m.	Networking Break in the Marketplace
10:15 – 11:00 a.m.	 Sponsor Case Studies
11:00 – 11:15 a.m.	Movement Break
11:15 a.m. – 12:00 p.m.	 Sponsor Case Studies
12:00 – 1:15 p.m.	Networking Lunch in the Marketplace 12:45 – 1:15 p.m. Spotlight Theater with Vidyard
12:00 – 1:15 p.m.	Lunch and Learn sponsored by 6sense – Strand 11
1:15 – 2:45 p.m.	 Keynote Sessions May I Have This Dance: Delivering a Seamless Transition From Buyer to Customer Experience <i>Amy Bills, Steve Silver, SiriusDecisions</i> Client Technology Success Story with ACTIVE Network <i>Cristine Kao, Andrew Linn, Active Network</i>
2:45 – 3:30 p.m.	Networking Break in the Marketplace 3:00 – 3:20 p.m. Spotlight Theater with 6sense
3:30 – 5:00 p.m.	 Keynote Sessions Aligning Account-Based Marketing and Sales Technology Using the Demand Unit Waterfall™ <i>Matt Senatore, Barbara Rubis, SiriusDecisions</i> Client Technology Success Story with Calero <i>Scott Davis, Calero</i>
5:00 – 6:00 p.m.	Networking Cocktail Reception in the Marketplace 5:15 – 5:35 p.m. Spotlight Theater with SiriusDecisions
7:00 – 9:30 p.m.	2018 TechX Games – Fulton Alley sponsored by 6sense

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Friday, November 9

Time	Session information				
8:00 – 9:00 a.m.	#SDWomensNetwork Breakfast Discussion: Debunking the Myths About Women’s Leadership – sponsored by 6sense				
8:30 a.m. – 3:30 p.m.	Event Registration and Badge Pick Up				
8:30 – 9:00 a.m.	Networking Breakfast in the Marketplace				
9:00 – 9:45 a.m.	 Keynote Sessions	Day Two Welcome <i>SiriusDecisions</i>		Client Technology Success Story with Verint Systems <i>Ryan Hollenbeck, Dan Brown, Verint Systems</i>	
9:45 – 10:00 a.m.	Movement Break				
10:00 – 10:40 a.m.	 Track Sessions	Making Smart Tech-Buying Choices	Winning at Technology Alignment	Optimizing Technology Investments	Interactive Labs
		Account-Based Marketing: The Complete Business Requirements Guide	Ka-Ching! Building an E-Commerce Tech Stack That Delivers	Don’t Sideswipe Customers Because of Blind Spots: Data Requirements for a Seamless Buyer-to-Customer Experience	SiriusLab: Assessing Sales and Marketing Content Technology
10:40 – 11:10 a.m.	Networking Break in the Marketplace 10:45 – 11:05 a.m. Spotlight Theater with Conversica				
11:10 – 11:50 a.m.	 Track Sessions	Making Smart Tech-Buying Choices	Winning at Technology Alignment	Optimizing Technology Investments	Interactive Labs
		How to Win When Change Is Constant: Aligning the Customer Engagement Technology Stack	The Shift to Recurring Revenue: What Sales and Marketing Should Expect From the Tech Stack	Too Much Data, Not Enough Insight: Building a Channel Data Strategy	SiriusLab: Assessing Business Requirements and Technologies for Targeted Account Program Planning
11:50 a.m. – 1:00 p.m.	Networking Lunch in the Marketplace 12:00 – 12:20 p.m. Spotlight Theater with SiriusDecisions 12:30 – 12:50 p.m. Spotlight Theater with SiriusDecisions				
1:00 – 1:40 p.m.	 Track Sessions	Making Smart Tech-Buying Choices	Winning at Technology Alignment	Optimizing Technology Investments	Interactive Labs
		Sales and Partner Enablement: The Complete Business Requirements Guide	Customer Health Scores: A Not-So-Secret Weapon for Account Growth	Technology Requirements for Operationalizing Demand Units	SiriusLab: Assessing Content Requirements and Technologies for a Transactional Model
1:40 – 1:50 p.m.	Movement Break				
1:50 – 3:30 p.m.	 Keynote Sessions	Artificial Intelligence for Sales and Marketing: Illuminating the Blind Spots in B-to-B <i>Dana Therrien, Kerry Cunningham</i>		Booz Allen Hamilton Client Keynote <i>Dana Stirk, Grant McLaughlin, Booz Allen Hamilton</i>	Closing Remarks/2019 Announcement <i>SiriusDecisions</i>
3:30 p.m.	Conference adjourns				

Full Agenda

 **Keynote Presentations**

 **Sponsor Case Study Sessions**

 **Track Sessions**