

Monday, May 15























Time	Session information
4:00 – 8:00 p.m.	Event Registration

Tuesday, May 16

Time	Session information
7:00 a.m. – 5:30 p.m.	Event Registration
8:00 – 8:30 a.m.	 Demand Creation  Product Management  Content Strategy and Operations  Channel Marketing and Management
8:30 – 8:40 a.m.	Intermission
8:40 – 9:10 a.m.	 Marketing Operations and Measurement  Portfolio Marketing  Account-Based Marketing  Sales Efficiency: Operations
9:10 – 9:20 a.m.	Intermission
9:20 – 9:50 a.m.	 Customer Engagement  Communications  Change Management and the Revenue Engine  Sales Effectiveness: Enablement
9:50 – 10:15 a.m.	Intermission
10:15 – 11:00 a.m.	 Sponsor Case Study Sessions
11:00 – 11:15 a.m.	Intermission
11:15 a.m. – 12:00 p.m.	 Sponsor Case Study Sessions
12:00 – 1:15 p.m.	Networking Lunch in the Marketplace
1:15 – 2:30 p.m.	 2017 Summit Kick off Keynotes  1:15 – 1:45 p.m. Opening Remarks  1:45 – 2:30 p.m. External Guest Keynote with Jewel
2:30 – 2:45 p.m.	Intermission
2:45 – 3:30 p.m.	 Sponsor Case Study Sessions
3:30 – 3:45 p.m.	Intermission
3:45 – 4:30 p.m.	 Sponsor Case Study Sessions
4:30 – 4:45 p.m.	Intermission
4:45 – 5:30 p.m.	 Sponsor Case Study Sessions
5:30 – 7:30 p.m.	Welcome Reception in the Marketplace

Continued on next page

Wednesday, May 17

Time	Session information				
7:15 – 8:45 a.m.	Breakfast				
8:00 – 8:45 a.m.	 Titanium Sponsor Case Study Sessions				
9:00 – 10:25 a.m.	 Keynote Presentations	9:00 – 9:05 a.m. Opening Remarks	9:05 – 9:45 a.m. The Next-Generation Demand Waterfall®	9:45 – 10:25 a.m. ROI Award Winner Presentation	
10:25 – 11:10 a.m.	Networking Break in the Marketplace				
11:10 a.m. – 12:30 p.m.	 Keynote Presentations	11:10 – 11:50 a.m. ROI Award Winner Presentation	11:50 a.m. – 12:30 p.m. B-to-B Alignment: An Executive Conversation		
12:30 – 1:40 p.m.	Networking Lunch in the Marketplace				
12:30 – 1:40 p.m.	Lunch and Learns with 6sense and Seismic				
1:40 – 3:00 p.m.	 Keynote Presentations	1:40 – 2:20 p.m. Your Revenue Engine: Built for Speed, or About to Break Down?	2:20 – 3:00 p.m. Building the Aligned, Accountable B-to-B Organization		
3:00 – 3:40 p.m.	Networking Break in the Marketplace				
3:40 – 4:20 p.m.	 Sales	 Product Marketing and Management	 Channel Marketing and Sales	 Marketing Operations and Strategy	
	Sales Enablement Functional Design: One Size Never Fits All	Is Your Product Channel-Ready?	Programs of the Year: Third-Party Channels	Marketing Enablement: The Most Critical Function You Don't Have	
	 Demand Creation Strategy	 Demand Creation Execution	 Content Strategy and Operations	 SiriusLabs Model/ Framework	 SiriusLabs Command Center
	Account-Based Marketing: What the Future Holds	Program and Tactic Diagnostics: Optimize or Terminate?	Building the Content Command Center	B-to-B Alignment: The Sirius Foundation	Getting a Handle on Sales Productivity
4:20 – 4:30 p.m.	Movement Break				
4:30 – 5:10 p.m.	 Sales	 Product Marketing and Management	 Channel Marketing and Sales	 Marketing Operations and Strategy	
	Aligning Sales Coverage and Compensation with Audience-Based Strategies	Product-to-Audience Transformation: Making It Happen	Partner Enablement: Building Fluency in B-to-B Channels	Agile Concepts and B-to-B Marketing: Friend or Foe?	
	 Demand Creation Strategy	 Demand Creation Execution	 Content Strategy and Operations	 SiriusLabs Model/ Framework	 SiriusLabs Command Center
	Making Personas Personal: SiriusDecisions Buyer Insights 2017	The Science of Cross-Sell and Upsell	Programs of the Year: Content Strategy and Operations	Account-Based Marketing: The Content Audit	Optimizing the Customer Engagement Process
5:15 – 6:30 p.m.	Break				
7:00 – 10:00 p.m.	Green Tie Gala — <i>Sponsored by the Premier Sponsors</i>				

Continued on next page

Thursday, May 18



Time	Session information				
7:30 – 8:30 a.m.	Breakfast				
8:30 – 10:00 a.m.	Keynote Presentations	8:30 – 8:35 a.m. Welcome and Morning Announcements	8:35 – 9:15 a.m. ROI Award Winner Presentation	9:15 – 10:00 a.m. Is Your Organization as Good at Demand Creation as You Think?	
10:00 – 10:40 a.m.	Networking Break in the Marketplace				
10:40 – 12:00 p.m.	Keynote Presentations	10:40 – 11:20 a.m. ROI Award Winner Presentation	11:20 – 12:00 p.m. The SiriusDecisions Sales Program Model: A High-Performance Blueprint		
12:00 – 1:10 p.m.	Networking Lunch in the Marketplace				
12:00 – 1:10 p.m.	Lunch and Learns with N3 and Radius				
1:10 – 1:50 p.m.	Sales	Product Marketing and Management	Channel Marketing and Sales	Marketing Operations and Strategy	
	Programs of the Year: Sales	Product Strategy on a Page: Possible, and Practical	The SiriusDecisions Channel Partner Segmentation Model	Programs of the Year: Marketing Operations and Strategy	
	Demand Creation Strategy	Demand Creation Execution	Customer Engagement	SiriusLabs Model/ Framework	SiriusLabs Command Center
	Lead Scoring: Marketing Automation-Based, or Predictive?	Powering Demand Through Privacy and Preference Management	Messaging Nautilus: The Post-Sale Edition	Sales Enablement: Taking an Audience-Centric Approach	B-to-B Brand Measurement: The Sirius Take
1:50 – 2:00 p.m.	Intermission				
2:00 – 2:40 p.m.	Sales	Product Marketing and Management	Communications	Marketing Operations and Strategy	
	The Sales Operations Sunburst, One Year Later	Programs of the Year: Product Marketing and Management	Introducing the SiriusDecisions Corporate Messaging Nautilus™	Sidestepping Misdirection: Conducting an Effective Business Review	
	Demand Creation Strategy	Demand Creation Execution	Customer Engagement	SiriusLabs Model/ Framework	SiriusLabs Command Center
	Leveraging Data to Power Account-Based Marketing	Programs of the Year: Demand Creation	Functional Design for Post-Sale Engagement: What's In and Out?	Addressing the Marketing Skills Gap	Third-Party Channels: Tracking Program Progress
2:40 – 2:50 p.m.	Intermission				
2:50 – 3:30 p.m.	Sales	Product Marketing and Management	Communications	Marketing Operations and Strategy	
	Long-Term Competency in a Short-Term World: Building Skills That Last	The SiriusDecisions Sales Knowledge Transfer Framework	Programs of the Year: Integrated Communications	The Anatomy of an Emerging-Company Marketing Plan	

Continued on next page

Thursday, May 18 continued

Time	Session information				
2:50 – 3:30 p.m. <i>continued</i>	»» Demand Creation Strategy	»» Demand Creation Execution	»» Customer Engagement	»» SiriusLabs Model/ Framework	»» SiriusLabs Command Center
	Effective Demand Creation Program Planning and Execution	Next-Generation B-to-B E-Commerce	Programs of the Year: Customer Engagement	Avoiding the Sales Planning Nightmare	Preparing for the CEO Conversation
3:30 – 4:00 p.m.	Networking Break in the Marketplace				
4:00 – 4:40 p.m.	»» Audience Selected Track Sessions #1			»» SiriusLabs Model/ Framework	»» SiriusLabs Command Center
	<i>Sessions TBA</i>			Customer Lifecycle Mapping	Operating the Product Launch QBR
4:40 – 4:50 p.m.	Intermission				
4:50 – 5:30 p.m.	»» Audience Selected Track Sessions #2			»» SiriusLabs Model/ Framework	»» SiriusLabs Command Center
	<i>Sessions TBA</i>			Demand Creation: Conducting an Honest Assessment	Demand Creation: Assessing Effectiveness
5:30 – 7:00 p.m.	Break				
7:00 p.m. – 10:00 p.m.	Titanium Celebration — <i>Sponsored by the Titanium Sponsors</i>				

Friday, May 19

Time	Session information			
8:30 – 9:00 a.m.	Breakfast			
9:00 – 10:45 a.m.	 Keynote Presentations	9:00 – 9:05 a.m. Opening Remarks	9:05 – 10:05 a.m. Guest Keynote Speaker TBA	10:05 – 10:45 a.m. Put a Ring on It: The SiriusDecisions Customer Engagement Model
10:45 – 11:05 a.m.	Networking Break			
11:05 – 12:30 p.m.	 Keynote Presentations	11:05 – 11:45 a.m. ROI Award Winner Presentation	11:45 a.m. – 12:25 p.m. B-to-B Darwin Awards	12:25 – 12:30 p.m. Summit Adjournment / 2018 Summit Announcement
12:30 p.m.	Grab and Go Lunch			
	Event concludes			

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