



















Monday, May 7

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

Tuesday, May 8

Time	Session Information
7:00 a.m. – 5:30 p.m.	Event Registration
7:15 – 8:00 a.m.	Breakfast
8:00 – 8:30 a.m.	 <b>Portfolio Marketing</b>  <b>Sales Strategy and Operations</b>  <b>Account-Based Marketing</b>  <b>Channel Marketing</b>
8:30 – 8:40 a.m.	Intermission
8:40 – 9:10 a.m.	 <b>Product Management</b>  <b>Sales Enablement</b>  <b>Content Strategy and Operations</b>  <b>Brand and Communication</b>
9:10 – 9:20 a.m.	Intermission
9:20 – 9:50 a.m.	 <b>Customer Engagement</b>  <b>Demand Creation</b>  <b>Marketing Strategy and Operations</b>  <b>Channel Sales</b>
9:50 – 10:15 a.m.	Intermission
10:15 – 11:00 a.m.	 <b>Sponsor Case Study Sessions</b>
11:00 – 11:15 a.m.	Intermission
11:15 a.m. – 12:00 p.m.	 <b>Sponsor Case Study Sessions</b>
12:00 – 1:15 p.m.	<b>Lunch</b>
1:15 – 2:30 p.m.	 <b>Keynote Presentations</b> 1:15 – 1:45 p.m. <b>Opening Remarks</b> Tony Jaros, <i>SiriusDecisions</i> 1:45 – 2:30 p.m. <b>Guest Keynote Speaker</b> TBA
2:30 – 2:45 p.m.	Intermission
2:45 – 3:30 p.m.	 <b>Sponsor Case Study Sessions</b>
3:30 – 3:45 p.m.	Intermission
3:45 – 4:30 p.m.	 <b>Sponsor Case Study Sessions</b>
4:30 – 4:45 p.m.	Intermission
4:45 – 5:30 p.m.	 <b>Sponsor Case Study Sessions</b>
5:30 – 7:30 p.m.	<b>Welcome Reception in the Marketplace</b>

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Wednesday, May 9















Time	Session Information			
7:15 – 8:45 a.m.	Breakfast			
7:30 a.m. – 4:30 p.m.	Event Registration			
8:00 – 8:45 a.m.	 <b>Premier and Titanium Sponsor Case Study Sessions</b>			
9:00 – 10:25 a.m.	 <b>Keynote Presentations</b>	9:00 – 9:05 a.m. <b>Opening Remarks</b>	9:05 – 9:45 a.m. <b>Building An Inspiring Brand Through Customer Engagement</b> Lisa Nakano, Julie Ogilvie, <i>SiriusDecisions</i>	9:45 – 10:25 a.m. <b>ROI Award Winner Presentation #1</b>
10:25 – 11:15 a.m.	<b>Networking Break in the Marketplace</b>			
11:15 a.m. – 12:35 p.m.	 <b>Keynote Presentations</b>	11:15 – 11:50 a.m. <b>ROI Award Winner Presentation #2</b>	11:55 a.m. – 12:35 p.m. <b>Building the (Artificially) Intelligent Revenue Engine</b> Monica Behncke, Kerry Cunningham, <i>SiriusDecisions</i>	
12:35 – 1:50 p.m.	<b>Networking Lunch in the Marketplace</b>			
12:35 – 1:50 p.m.	<b>Lunch and Learns with Premier Sponsors</b>			
1:50 – 2:30 p.m.	 <b>Demand Creation</b>	 <b>Account-Based Marketing</b>	 <b>Content Strategy and Operations</b>	 <b>Portfolio Marketing</b>
	Redefining the Field Marketing Job Family	ABM Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	Reimagining the B-to-B Content Factory	Advanced Messaging Applications
	 <b>Product Management</b>	 <b>Channel Sales</b>	 <b>Channel Marketing</b>	 <b>Sales Strategy and Operations</b>
	Making the Move to Value-Based Pricing	Introducing the Partner Profitability Model: Building a Bidirectional Business Case	Modernizing Your Channel Partner Program	The SiriusDecisions Sales Intelligence Model
	 <b>Sales Enablement</b>	 <b>Marketing Strategy and Operations</b>	 <b>Brand and Communications</b>	 <b>Customer Engagement</b>
First-Line Sales Managers: Enabling What Matters	Naked and Afraid: Rationalizing Confusing Goals to Pinpoint Marketing's Impact	Brand Activation and Measurement in the Digital Age	Think Like a CFO to Prove the Impact of Customer Engagement	
2:30 – 2:40 p.m.	Movement Break			
2:40 – 3:20 p.m.	 <b>Demand Creation</b>	 <b>Account-Based Marketing</b>	 <b>Content Strategy and Operations</b>	 <b>Portfolio Marketing</b>
	Demand Creation Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	Creating Demand Maps to Power Account-Centric Planning	Content Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	Closing Sales Knowledge Gaps
	 <b>Product Management</b>	 <b>Channel Sales</b>	 <b>Channel Marketing</b>	 <b>Sales Strategy and Operations</b>
	Programs of the Year: Product Management	Channel Sales Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	What Really Counts in Channel Measurement	Sales Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth
	 <b>Sales Enablement</b>	 <b>Marketing Strategy and Operations</b>	 <b>Brand and Communications</b>	 <b>Customer Engagement</b>
Sales Advocacy: Concierges, Coaches and Councils	Programs of the Year: Marketing Strategy and Operations	Programs of the Year: Brand and Communications	SiriusLab: Harnessing Customer Data for Post-Sale Engagement	

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Wednesday, May 9 continued






Time	Session Information
3:20 – 3:30 p.m.	Movement Break
3:30 – 4:30 p.m.	<b>Invited Keynote and Q&amp;A</b>
4:30 – 6:30 p.m.	<b>Titanium Reception in Marketplace – Sponsored by the Titanium Sponsors</b>

Thursday, May 10

Time	Session Information			
7:30 – 8:30 a.m.	Breakfast			
7:30 a.m. – 5:30 p.m.	Event Registration			
8:30 – 9:55 a.m.	 <b>Keynote Presentations</b>	8:30 – 8:35 a.m. <b>Welcome and Morning Announcements</b>	8:35 – 9:15 a.m. <b>ROI Award Winner Presentation #3</b>	9:15 – 9:55 a.m. <b>Stronger Together: Aligning Sales and Marketing Planning</b> Craig Moore, Steve Silver, <i>SiriusDecisions</i>
9:55 – 10:40 a.m.	<b>Networking Break in the Marketplace</b>			
10:45 a.m. – 12:05 p.m.	 <b>Keynote Presentations</b>	10:45 – 11:25 a.m. <b>Nurture in a Demand Unit Waterfall® World</b> Erin Bohlin, Laura Cross, <i>SiriusDecisions</i>	11:25 a.m. – 12:05 p.m. <b>ROI Award Winner Presentation #4</b>	
12:05 – 1:15 p.m.	<b>Networking Lunch in the Marketplace</b>			
12:05 – 1:15 p.m.	<b>Lunch and Learns with Premier Sponsors</b>			
1:15 – 1:55 p.m.	 <b>Demand Creation</b>	 <b>Account-Based Marketing</b>	 <b>Content Strategy and Operations</b>	 <b>Portfolio Marketing</b>
	SiriusLab: Implementing Nurture Programs in a Demand Unit World	Account-Based Marketing and Sales: Can We Talk (About Alignment)?	Programs of the Year: Content Strategy and Operations	Activating Persona and Buyer Insights for Demand Creation
	 <b>Product Management</b>	 <b>Channel Sales</b>	 <b>Channel Marketing</b>	 <b>Sales Strategy and Operations</b>
	SiriusLab: Improving Pricing and Packaging	Ensuring Quota Attainment Through Better Joint Partner Planning	Programs of the Year: Channel Marketing	Programs of the Year: Sales Strategy and Operations
1:55 – 2:10 p.m.	 <b>Sales Enablement</b>	 <b>Marketing Strategy and Operations</b>	 <b>Brand and Communications</b>	 <b>Customer Engagement</b>
	SiriusLab: Sales Enablement Plan on a Page	Marketing Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	Business Transformation: Implications for Brand and Communications	Introducing the SiriusDecisions Customer Advocacy Model
1:55 – 2:10 p.m.	Movement Break			

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Thursday, May 10 continued

Time	Session Information			
2:10 – 2:50 p.m.	 <b>Demand Creation</b>	 <b>Account-Based Marketing</b>	 <b>Content Strategy and Operations</b>	 <b>Portfolio Marketing</b>
	Programs of the Year: Demand Creation	Programs of the Year: Account-Based Marketing	The State of B-to-B Content: The Good, the Bad, the Ugly	SiriusLab: Launch Plan on a Page
	 <b>Product Management</b>	 <b>Channel Sales</b>	 <b>Channel Marketing</b>	 <b>Sales Strategy and Operations</b>
	Product Management Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	Programs of the Year: Channel Sales	SiriusLab: A Springboard for Channel Success – Using the Channel Operating Model	Sales Manager Productivity Model: Free Up Time So Managers Can Coach
	 <b>Sales Enablement</b>	 <b>Marketing Strategy and Operations</b>	 <b>Brand and Communications</b>	 <b>Customer Engagement</b>
Programs of the Year: Sales Enablement	Demand Unit Waterfall®: The Data Model	SiriusLab: Prioritizing Third-Party Influencers Using the SiriusDecisions Influencer Scorecard	Customer Engagement Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	
2:50 – 3:00 p.m.	Movement Break			
3:00 – 3:40 p.m.	 <b>Demand Creation</b>	 <b>Account-Based Marketing</b>	 <b>Content Strategy and Operations</b>	 <b>Portfolio Marketing</b>
	B-to-B Demand Creation: By the Numbers	SiriusLab: Upgrading Your Account-Based Marketing Measurement Dashboard	SiriusLab: The Scope of Content Strategy and Operations	Programs of the Year: Portfolio Marketing
	 <b>Product Management</b>	 <b>Channel Sales</b>	 <b>Channel Marketing</b>	 <b>Sales Strategy and Operations</b>
	Beyond Agile: What's Next?	SiriusLab: How to Evaluate and Segment Your Channel	Channel Marketing Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	SiriusLab: Selecting the Right Sales Organizational Structure
	 <b>Sales Enablement</b>	 <b>Marketing Strategy and Operations</b>	 <b>Brand and Communications</b>	 <b>Customer Engagement</b>
Sales Enablement Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	SiriusLab: Building a Campaign Plan on a Page	Brand and Communications Infrastructure: A Capabilities-Driven View of the Stack That Drives Growth	Programs of the Year: Customer Engagement	
3:40 – 4:10 p.m.	<b>Networking Break in the Marketplace</b>			
4:10 – 5:30 p.m.	 <b>Keynote Presentations</b>	4:10 – 4:50 p.m. <b>ROI Award Winner Presentation #5</b>	4:50 – 5:30 p.m. <b>Digital Transformation: What Does It Mean, And What Must B-to-B Leaders Do To Make It Successful</b> Gil Canare, Marisa Kopec, <i>SiriusDecisions</i>	5:30 p.m. <b>Final Remarks</b>
5:30 – 7:00 p.m.	Break			
7:30 – 10:30 p.m.	<b>Green Tie Gala Closing Night Celebration – Sponsored by the Premier Sponsors</b>			
Event Concludes				

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