

## FORUM AT A GLANCE

### Monday 18 November 2019



#### ABM and Demand Generation Workshop

with Carlos Hidalgo

The Demand Generation Account Based Marketing workshop is designed to give B2B marketers the education and knowledge they need improve their campaign results by putting their buyers at the center of their strategy.

**ONLY 15 SPACES LEFT!**

### Tuesday 19 November 2019

KEYNOTE

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Sponsored by Adobe

Morning Coffee Break

### Topic Focused Group Sessions

Data Led Transformation	B2B Persona & Journey Mapping	B2B Content Marketing	The Revenue Marketing Playbook	Account Based Marketing (ABM)
Data Insights & Science	B2B Customer Experience	Content ROI & Analytics	Attribution	Sales & Marketing Alignment

Networking Lunch

### Industry Focused Group Sessions

Banking Insurance & Finance	IT & Software	Manufacturing & Construction	Professional Services	Small Teams and Budgets
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Afternoon Coffee Break

KEYNOTE

Sponsored by Seismic

KEYNOTE

B2B CMO Panel

KEYNOTE

Networking Drinks & book signing with Carlos Hidalgo

### Wednesday 20 November 2019



#### B2B Customer Experience, Journey Mapping & Insights

with Carlos Hidalgo

The Customer Experience Workshop will walk attendees through how to Enable, Equip and Empower your organization for Customer Experience and ensure that every customer touch point delivers on the promise of CX.

**ONLY 10 SPACES LEFT!**