

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 30 SPACES AVAILABLE!

Tuesday 19 November 2019

KEYNOTE

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Sponsored by Adobe

Morning Coffee Break

Topic Focused Group Sessions

Data Led Transformation	The Revenue Marketing Playbook	B2B Content Marketing	Content ROI & Analytics	Account Based Marketing (ABN)	Martech
Data Insights & Science	B2B Customer Experience	B2B Persona & Journey Mapping	Attribution	Sales & Marketing Alignment	Small Teams and Budgets

Networking Lunch

Industry Focused Group Sessions

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

KEYNOTE

Sponsored by Seismic

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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.

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