








Tuesday 3 October



















Time	Session information
15:00 – 18:00	Event Registration

Wednesday 4 October

Time	Session information				
7:00 – 15:00	Event Registration and Check In				
7:30 – 9:00	Networking Breakfast in the Marketplace — <i>Monarch Suite</i>				
9:00 – 10:00	<table border="1" style="width: 100%;"> <tr> <td> Summit Europe 2017 Plenary Sessions — <i>King's Suite</i></td> <td>9:00 – 9:15 Welcome</td> <td>9:15 – 10:00 The Buyer-Seller Chasm</td> </tr> </table>	 Summit Europe 2017 Plenary Sessions — <i>King's Suite</i>	9:00 – 9:15 Welcome	9:15 – 10:00 The Buyer-Seller Chasm	
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10:00 – 10:35	Networking Break in the Marketplace — <i>Monarch Suite</i>				
10:35 – 11:20	 Sponsor Case Study Sessions				
11:20-11:35	Movement Break				
11:35 – 12:20	 Sponsor Case Study Sessions				
12:20 – 13:30	Networking Lunch in the Marketplace — <i>Monarch Suite</i>				
13:30 – 15:00	<table border="1" style="width: 100%;"> <tr> <td> Plenary Sessions — <i>King's Suite</i></td> <td>13:30 – 14:15 The Next-Generation Demand Waterfall</td> <td>14:15 – 15:00 The SiriusDecisions Sales Program Model: A High-Performance Blueprint</td> </tr> </table>	 Plenary Sessions — <i>King's Suite</i>	13:30 – 14:15 The Next-Generation Demand Waterfall	14:15 – 15:00 The SiriusDecisions Sales Program Model: A High-Performance Blueprint	
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17:15 – 18:30	Networking Cocktail Reception in the Marketplace — <i>Monarch Suite</i>				
18:30 – 20:30	2017 Summit Europe Green Tie Gala				







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Thursday 5 October

Time	Session information					
7:30 – 8:30	Networking Breakfast in the Marketplace — <i>Monarch Suite</i>					
8:30 – 10:00	 Plenary Sessions — <i>King's Suite</i>	8:30 – 8:35 Day Two Welcome	8:35 – 9:20 Plenary Session	9:20 – 10:00 ROI Winner Presentation #2		
10:00 – 10:30	Networking Break in the Marketplace — <i>Monarch Suite</i>					
10:30 – 11:15	 Demand Creation Strategy	 Sales	 Channel Marketing & Management	 Portfolio Marketing	 Marketing Operations	 SiriusLabs
	Is Your Organization As Good At Demand Creation As You Think?	Sales Enablement Functional Design: One Size Never Fits All	Operationalising the Channel Demand Waterfall	Product-to-Audience Transformation: Making It Happen	Sidestepping Misdirection: Conducting an Effective Business Review	Principles in an Effective Content Audit
11:15 – 11:30	Movement Break					
11:30 – 12:15	 Demand Creation Strategy	 Sales	 Channel Marketing & Management	 Portfolio Marketing	 Marketing Operations	 SiriusLabs
	Effective Demand Creation Program Planning and Execution	Long-Term Competency in a Short-Term World: Building Skills That Last	Partner Enablement — Building Fluency in B-to-B Channels	Buyers Journey Mapping	The Anatomy of a Marketing Plan	Audience Centric Sales Enablement
12:15 – 13:30	Networking Lunch in the Marketplace — <i>Monarch Suite</i>					
12:15 – 13:30	Lunch and Learn with Ledger Bennett					
13:30 – 14:15	 Demand Creation Execution	 Sales	 Channel Marketing & Management	 Content	 Account Based Marketing	 SiriusLabs
	Trends in Data Privacy and Preference Centers	SiriusDecisions Sales Ops Sunburst	The SiriusDecisions Channel Partner Segmentation Model	Introducing the Localisation Prioritisation Tool	Leveraging Data to Power Account-Based Marketing	Customer Lifecycle Mapping
14:15 – 14:30	Movement Break					

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Thursday 5 October *continued*

Time	Session information					
14:30 – 15:15	 Demand Creation Execution	 Sales	 Channel Marketing & Management	 Content	 Account Based Marketing	 SiriusLabs
	Program and Tactic Diagnostics: Optimise or Terminate	Sales Corporate to Regional Interplay	Is Your Product Channel-Ready?	Building the Content Command Center	The Science of Cross-Sell and Upsell	Honestly Assessing Your Demand Creation and Management Performance — A First Step Toward Adopting the Next Generation Waterfall
15:15-15:45	Networking Break in the Marketplace — <i>Monarch Suite</i>					
15:45 – 17:30	 Plenary Sessions — <i>King's Suite</i>	15:45 – 16:30 Change Management Panel — The Good, The Bad, The Ugly	16:30 – 17:15 Building the Aligned Accountable B-to-B Organisation	17:15 – 17:30 Event Adjournment /2018 Announcement		
	Event concludes					