




















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	 <b>Summit Europe 2017 Plenary Sessions</b> — <i>King's Suite</i>
	9:00 – 9:15 Welcome
	9:15 – 10:00 The 2017 European Buyer Insights Gap Index
10:00 – 10:35	Networking Break in the Marketplace — <i>Monarch Suite</i>
10:35 – 11:20	 <b>Sponsor Case Study Sessions</b>
11:20-11:35	Movement Break
11:35 – 12:20	 <b>Sponsor Case Study Sessions</b>
12:20 – 13:30	Networking Lunch in the Marketplace — <i>Monarch Suite</i>
13:30 – 15:00	 <b>Plenary Sessions</b> — <i>King's Suite</i>
	13:30 – 14:15 The SiriusDecisions Sales Operating Model: A High-Performance Blueprint
	14:15 – 15:00 The Next-Generation Demand Waterfall®
15:00 – 15:30	Networking Break in the Marketplace — <i>Monarch Suite</i>
15:30 – 17:15	 <b>Plenary Sessions</b> — <i>King's Suite</i>
	15:30 – 16:15 ROI Winner Presentation #1
	16:15 – 17:00 Your Revenue Engine: Built for Speed, or About to Break Down?
	17:00 – 17:15 Day One Close
17:15 – 18:30	Networking Cocktail Reception in the Marketplace — <i>Monarch Suite</i>
18:30 – 20:30	2017 Summit Europe Green Tie Gala

Thursday 5 October

Time	Session information					
7:30 – 8:30	Networking Breakfast in the Marketplace — <i>Monarch Suite</i>					
8:30 – 10:00	 <b>Plenary Sessions</b> — <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	 <b>Demand Creation Strategy</b>	 <b>Sales</b>	 <b>Channel Marketing &amp; Management</b>	 <b>Product Marketing</b>	 <b>Marketing Operations</b>	 <b>SiriusLabs</b>
	Is Your Organisation As Good At Demand Creation As You Think?	One Size Never Fits All: Sales Enablement Functional Design	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	 <b>Demand Creation Strategy</b>	 <b>Sales</b>	 <b>Channel Marketing &amp; Management</b>	 <b>Product Marketing</b>	 <b>Marketing Operations</b>	 <b>SiriusLabs</b>
	Effective Demand Creation Program Planning and Execution	Long-Term Competency in a Short-Term World: Building Skills That Last	Next-Generation Partner Enablement: Architecting for Excellence	Buyers Journey Mapping	The Anatomy of a Marketing Plan	Sales Enablement: Taking an Audience-Centric Approach
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	 <b>Demand Creation Execution</b>	 <b>Sales</b>	 <b>Channel Marketing &amp; Management</b>	 <b>Content Strategy and Operations</b>	 <b>Account Based Marketing</b>	 <b>SiriusLabs</b>
	Powering Demand Through Privacy and Preference Management	Unlocking the Strategic Potential of Sales Operations	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 Strategy and Operations	 Account Based Marketing	 SiriusLabs
	Program and Tactic Diagnostics: Optimise or Terminate?	Installing a Sales Operating Model That Works	Is Your Product Ready for the Channel?	How to Build a Content Measurement Dashboard	The Science of Cross-Sell and Upsell	Demand Creation: Conducting an Honest Assessment
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						