






Tuesday 3 October



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

Wednesday 4 October














Time	Session Information			
7:30 – 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"> <tr> <td> Plenary Sessions — <i>King's Suite</i></td> <td>9:00 – 9:15 Welcome</td> <td>9:15 – 10:00 The 2017 European Buyer Insights Gap Index</td> </tr> </table>	 Plenary Sessions — <i>King's Suite</i>	9:00 – 9:15 Welcome	9:15 – 10:00 The 2017 European Buyer Insights Gap Index
 Plenary Sessions — <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	 Sponsor Case Study Sessions			
	Bigtincan Case Study			
	Demandbase Case Study			
	Ledger Bennett Case Study			
	Marketo Case Study			
11:20 – 11:35	Movement Break			
11:35 – 12:20	 Sponsor Case Study Sessions			
	Dun & Bradstreet Case Study			
	Impartner Case Study			
	Televerde Case Study			
12:20 – 13:30	Networking Lunch in the Marketplace — <i>Monarch Suite</i>			
12:20 – 13:30	Lunch and Learn with Bigtincan			

Continued on next page

Wednesday 4 October continued




















Time	Session Information			
13:30 – 15:00	 Plenary Sessions — <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	 Plenary Sessions — <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	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	 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	 Product Marketing	 Marketing Operations	 SiriusLabs
	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	 Demand Creation Strategy	 Sales	 Channel Marketing & Management	 Product Marketing	 Marketing Operations	 SiriusLabs
	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	Extending Personas into the Post-Sale Customer Lifecycle

Continued on next page

Thursday 5 October *continued*

Time	Session Information					
11:30 – 12:15	 Demand Creation Strategy	 Sales	 Channel Marketing & Management	 Product Marketing	 Marketing Operations	 SiriusLabs
	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	Extending Personas into the Post-Sale Customer Lifecycle
12:15 – 13:30	Networking Lunch in the Marketplace — <i>Monarch Suite</i>					
12:15 – 13:30	Lunch and Learns with Ledger Bennett and Lionbridge					
13:30 – 14:15	 Demand Creation Execution	 Sales	 Channel Marketing & Management	 Content Strategy and Operations	 Account Based Marketing	 SiriusLabs
	Powering Demand Through Privacy and Preference Management	Unlocking the Strategic Potential of Sales Operations	The SiriusDecisions Channel Partner Segmentation Model	How to Build a Content Measurement Dashboard	Leveraging Data to Power Account-Based Marketing	Sales Enablement: Taking an Audience-Centric Approach
14:15 – 14:30	Movement Break					
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?	Building a Localisation-Informed B-to-B Content Engine	The Science of Cross-Sell and Upsell	The Demand Unit Waterfall Readiness 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						

This content is copyrighted by SiriusDecisions, Inc. and cannot be reproduced or shared without prior expressed written permission from SiriusDecisions, Inc.

SiriusDecisions helps business-to-business companies worldwide improve sales, marketing and product effectiveness. Management teams make more informed business decisions through access to our industry analysts, best practice research, benchmark data, peer networks, events and continuous learning courses. SiriusDecisions is based in Wilton, CT with offices in London, Montreal, San Francisco, Singapore and Waltham, MA.