

B2B MARKETING
EXCHANGE

B2B C2C

CONTENT2CONVERSION

CONFERENCE 2017

AGENDA

DEMAND GEN
SUMMIT



ABM
In Action **Live!**



SALES
IMPACT
SUMMIT

#B2BMX

KEY

- 📍 ABM In Action Live
- 📍 Demand Gen Summit
- 📍 General Sessions/Content2Conversion
- 📍 Sales Impact Summit
- 📍 Marketplace
- 📍 Castile/Salon/Palomino/Copper Canyon

MONDAY, FEBRUARY 20

Time	Session
8:30 am	#B2BMX Fun Run / Walk
9:00 am	Registration Open
11:00 am	Workshop: ABM In Action: The Building Blocks Of A Successful, Sustainable Account-Based Strategy SPEAKING: Cari Baldwin of BlueBird Strategies
📍 Salon C	
📍 Salon A	Workshop: Moving Content & Messaging From Commodity To Competitive Advantage SPEAKING: Suzanne Martin of The Mx Group
📍 Castile 2	Workshop: Lead Nurturing & Deal Acceleration SPEAKING: Troy O'Bryan of Response Capture
📍 Salon B	Workshop: Modernizing Your Demand Generation Strategies SPEAKING: Kitt McCurdy & Coy Robison of Captora
📍 Castile 6	Workshop: Preparing To Apply Predictive And AI In B2B Marketing SPEAKING: Frannie Danzinger of Integrate
📍 Castile 1	Workshop: Performance Strategies For Revenue-Focused CMOs SPEAKING: Ray Kemper of Televerde
2:30 pm	Case Study: How Host Analytics Focuses On Top Of Funnel To Accelerate Growth SPEAKING: Nick Ezzo of Host Analytics, Paul Albright of Captora
📍 Salon A	
📍 Salon C	Case Study: Bringing The Business Together With Metrics: How Tegile Uses Measurement For Better Alignment SPEAKING: Josh Lucas of Tegile Systems, Nadim Hossain of BrightFunnel
📍 Castile 1	Case Study: How Lenovo Delivers Results Through Predictive-Powered Lead Generation SPEAKING: Amanda Kahlow of 6sense, Michael Ballard of Lenovo
📍 Salon B	Case Study: Rockwell Automation: How To Never Waste A Click SPEAKING: Heather Foeh of LookBookHQ, Paula Puess of Rockwell Automation
📍 Castile 6	Case Study: Transforming Your Business With Marketing Automation: GM Nameplate's Story SPEAKING: Cynthia Schulte of GM Nameplate, Linda West of Act-On Software















MONDAY, FEBRUARY 20

Time	Session
3:20 pm 📍 Salon C	Case Study: Take Back Your Lunch Breaks: Tech Stack Tips To Help You Save Time And Get Back To Marketing SPEAKING: Logan Mallory of Workfront, Shannon Dougall of Uberflip
📍 Castile 6	Case Study: How FedEx Increased Revenue By 82% With Interactive Experiences SPEAKING: Mary D'Alatri-Ward of Ion Interactive, Andrew Bailey of FedEx
📍 Salon A	Case Study: How Act-On Fuels The Customer Experience With Personal And Interactive Video SPEAKING: Linda West of Act-On Software, Tyler Lessard of Vidyard
📍 Castile 1	Case Study: How AI Really Talks With Talend Prospects And Turns Them Into Pipeline Opportunities SPEAKING: Adam Benitez of Talend, Carl Landers of Conversica
📍 Salon B	Case Study: Marketing Automation, Content & The Human Touch – A Recipe For Success SPEAKING: Beth Graham of Republic Services, Mark Evertz of Televerde
4:10 pm 📍 Salon B	Case Study: How To Effortlessly Scale And Manage High-Quality Lead Generation SPEAKING: Leslie Cocco Alore of Iron Mountain, Tom Click of Integrate
📍 Castile 1	Case Study: Empowering The Digital Seller At Microsoft SPEAKING: Etai Beck of Folloze, Susana Landeira of Microsoft
📍 Castile 6	Case Study: Marital Bliss Between Your Content Strategy And Sales Goals: 5 Ways To Demonstrate The Impact Of Content On The Sales Pipeline SPEAKING: Dana Harder from Content4Demand, Stacy Gardner of Bottomline Technologies
📍 Salon C	Case Study: How Looker Leverages Customer Reviews In Their Marketing Programs SPEAKING: Adrienne Weissman of G2 Crowd, Amber Glaab of Looker
📍 Salon A	Case Study: Unleash Dynamic Growth With These Must-Do Strategies SPEAKING: Courtney Caldwell of ShearShare
6:00 pm 📍 Copper Canyon	Opening Night Festival Reception
7:55 pm 📍 Copper Canyon	Fireworks Show

TUESDAY, FEBRUARY 21

Time	Session
7:00 am 📍 Canyon Lawn	#B2BMX Yoga
7:30 am 📍 Marketplace	Networking Breakfast
8:30 am 📍 General Sessions	B2B Brave New World: Top Game Changers For Performance Marketers SPEAKING: Demand Gen Report Team
8:55 am 📍 General Sessions	Why Change, Why Stay? SPEAKING: Tim Riesterer of Corporate Visions
9:55 am 📍 Content2Conversion Conference	B2B Content Metrics & KPIs You Can Take To The C-Suite SPEAKING: Rebecca Lieb - Author
📍 Demand Gen Summit	Blowing Up The Funnel SPEAKING: Kathleen Schaub of IDC
📍 ABM In Action Live	How Best-In-Class B2B Organizations Operationalize ABM SPEAKING: Matt Senatore of SiriusDecisions
📍 Sales Impact Summit	B2B Buyers Mandate A New Charter For Marketing And Sales SPEAKING: Mary Shea of Forrester
10:25 am 📍 Marketplace	Networking Break
11:00 am 📍 Content2Conversion Conference	The Challenger Customer SPEAKING: Nick Toman of CEB
📍 Demand Gen Summit	Panel: Beyond MQLs: Conversion Strategies From First Touch Through Close SPEAKING: Andrew Gaffney of Demand Gen Report, Heather Berggren of Dell, Jeff Reekers of Handshake
📍 ABM In Action Live	Alfresco's Approach: 5 Critical Steps To Creating The Ideal ABM Program SPEAKING: Sydney Sloan of Alfresco
📍 Sales Impact Summit	8 Ways Marketing Can Double Their Sales Teams' Productivity SPEAKING: Matt Heinz of Heinz Marketing
11:40 am 📍 Content2Conversion Conference	How Buyer Personas Power Sustainable Stories That Turn Prospects Into Customers SPEAKING: Ardath Albee of Marketing Interactions
📍 Demand Gen Summit	Get Over It...Your Customers Don't Care About You: Lenovo's Intent-Driven Digital Marketing SPEAKING: Mike Ballard of Lenovo
📍 ABM In Action Live	Panel: ABM & Media: From Contact To Conversion SPEAKING: Amanda Kahlow of 6sense, Kevin Mangum of The Starr Conspiracy, Sonjoy Ganguly of Madison Logic, Heather Berggren of Dell

TUESDAY, FEBRUARY 21

Time	Session
11:40 am	How Deal Enablement Can Avert Messaging Breakdowns SPEAKING: Dave Bruno of Aptos
 Sales Impact Summit	
 Castile 1	Behind The Scenes: Ditch Your Normal Campaign Plan: It's Time To Get Interactive (Sponsored Session) SPEAKING: Vanessa Porter of SnapApp
12:10 pm	Show & Tell: 3x Your Results With Multi-Dimensional Nurturing SPEAKING: Frances McCutcheon of PFL
 Content2Conversion Conference	
 Demand Gen Summit	Show & Tell: The Journey From Content Marketing To Predictive Account-Based Marketing At PGI SPEAKING: Cheryl Hanley of PGI
 ABM In Action Live	Show & Tell: Content That Converts Starts With AUDIENCE SPEAKING: Emily Wingrove of Synthio
12:25 pm	Lunch
 Marketplace	
12:40 pm	Lunch & Learn A: Content And The Art Of Personalization For ABM Strategies SPEAKING: Vin Turk of Madison Logic
 Palomino 3	
 Palomino 2	Lunch & Learn B: Top 5 Social Media Metrics Your CMO Wants To See... And How To Track Them SPEAKING: Amelia Ibarra of BrightFunnel
1:45 pm	Collaborating With Your Customers To Create B2B Messaging That's Not 2Boring2Care SPEAKING: Andy Eninger of Second City Works, Meagan O'Brien of Second City Works
 General Sessions	
2:55 pm	Using A Data-Driven Approach For Creating Messaging With A Measurable Impact SPEAKING: Christine Elliott of Crowe Horwath LLP
 Content2Conversion Conference	
 Demand Gen Summit	Applying "UnMarketing" To B2B Engagement SPEAKING: Brian Fitzgerald of Veracode
 ABM In Action Live	Building An End-To-End Strategy For ABM Success SPEAKING: Nick Ezzo of Host Analytics
 Sales Impact Summit	Panel: Evolving From Demand Gen To Revenue Gen SPEAKING: Brian Vass of Paycor, Nancy Nardin of Smart Selling Tools, Susana Landeira of Microsoft
 Castile 1	Behind The Scenes: How LookBookHQ Uses Its Own Intelligent Content Platform To Educate Buyers Faster (Sponsored Session) SPEAKING: Chris Vandermaire of LookBookHQ















TUESDAY, FEBRUARY 21

Time	Session
3:25 pm 📍 Marketplace	Networking Break
4:10 pm 📍 Content2Conversion Conference	Influencing The Influencers: Top Trends & Best Practices For B2B Marketers SPEAKING: Lee Odden of TopRank Marketing
📍 Demand Gen Summit	Panel: New Models In Lead Nurturing SPEAKING: David Lewis of DemandGen International, Emily Popson of Blackbaud
📍 ABM In Action Live	Panel: Next Generation Marketing: How Leaders Are Putting Account-Based Principles Into Practice SPEAKING: Brian Fitzgerald of Veracode, Matt Senatore of SiriusDecisions, Peter Isaacson of Demandbase, Sydney Sloane of Alfresco
📍 Sales Impact Summit	Enabling Engagement: Building Relationships Across Channels In Complex Environments SPEAKING: Carol Krol of Demand Gen Report, John Crowley of Cardinal Health, John Hauryluke of Oppenheimer Funds
4:50 pm 📍 General Sessions	The Secrets To Creating Contagious Content Campaigns SPEAKING: Jonah Berger - Author
5:30 pm 📍 Marketplace	Networking & Drinks Reception
















WEDNESDAY, FEBRUARY 22

Time	Session
7:00 am 📍 Canyon Lawn	#B2BMX Yoga
7:30 am 📍 Marketplace	Networking Breakfast
8:30 am 📍 General Sessions	Opening Remarks SPEAKING: Andrew Gaffney of Demand Gen Report
8:40 am 📍 General Sessions	Building A Customer-Centered Content Strategy SPEAKING: Jeff Marcoux of Microsoft
9:10 am 📍 General Sessions	Bypass Boring: B2B Storytelling For A Bite-sized World SPEAKING: Scott Donaton of DigitasLBi
9:40 am 📍 Marketplace	Networking Break

WEDNESDAY, FEBRUARY 22

Time	Session
10:25 am	Killer Content In The Trenches: An Insider's Look At B2B's Top Campaigns
 Content2Conversion Conference	SPEAKING: Alex Schutte of Paycor, Alicia Esposito of Demand Gen Report, Amanda Fildes of Grant Thornton LLP, Colman Murphy of Xerox
 Demand Gen Summit	What To Say Next: How B2B Marketers Can Turn Analytics Into Actionable Buyer Insight
	SPEAKING: Dayna Rothman of BrightFunnel
 ABM In Action Live	Calling New Plays In Sales And Marketing
	SPEAKING: Jon Miller of Engagio
 Sales Impact Summit	Creating The Continuous Customer Conversation
	SPEAKING: Patrick Flanigan of ADP
 Castile 1	Behind The Scenes: Drive Content Marketing Success: A Plan To Prove Efficacy (Sponsored Session)
	SPEAKING: Randy Bernard of Curata
11:05 am	New Approaches To Buyer-Centric Marketing
 Content2Conversion Conference	SPEAKING: Chip Woerner of Oracle, Kelvin Gee of Oracle
 Demand Gen Summit	Replacing Entitlements With Experiments
	SPEAKING: Jason Hekl of Milestones Strategy Group
 ABM In Action Live	Secret Sauce For Integrating ABM Into Your Full Marketing Plans
	SPEAKING: Charm Bianchini of Marketo
 Sales Impact Summit	Panel: Driving Alignment & Revenue: How Sales And Marketing Unite In The Real World
	SPEAKING: Carol Krol of Demand Gen Report, Dan Glicksman of Cox Media, Tracy Strauss of Cornerstone OnDemand
11:35 am	Show & Tell: Reimagine Webinars In The Age Of ABM
 ABM In Action Live	SPEAKING: John Hurley of Radius
 Demand Gen Summit	Show & Tell: From Pillar To Promotion: How To Create Killer Content That Drives Growth
	SPEAKING: Sean Crowley of Dun & Bradstreet
 Content2Conversion Conference	Show & Tell: Delivering Remarkable Account Engagement
	SPEAKING: Jaycen Thorgeirson of UviaUs
11:50 am	Killer Content Awards Luncheon (By Invitation Only)
 Palamino 1	SPEAKING: Second City Works
 Marketplace	Lunch

WEDNESDAY, FEBRUARY 22

Time	Session
1:20 pm	Panel: Content...By The Numbers: Using Buyer Data To Fuel Multi-Touch Campaign Creation
 Content2Conversion Conference	SPEAKING: Alicia Esposito of Content4Demand, Kathy Mammon of Magnetic, Tim Ryan of YouEarned It
 Demand Gen Summit Room	Customer Advocacy & Account-Based Strategies
	SPEAKING: Laura Ramos of Forrester
 ABM In Action Live	Going "All In" On A Targeted Account Strategy
	SPEAKING: Jennifer Dimas of Plex Systems
 Sales Impact Summit	Transforming Sales And Marketing Around The Modern Buyer
	SPEAKING: Jill Rowley of #SocialSelling
2:00 pm	Best Practices And Next Gen Formats: Supercharging Web Content Performance
 Content2Conversion Conference	SPEAKING: Phyllis Davidson of SiriusDecisions
 Demand Gen Summit	Aligning Media & Messaging To Engage Targeted Industries
	SPEAKING: Ann Marinovich of Forbes Media
 ABM In Action Live	#ABM: Two Truths And A Lie
	SPEAKING: Leslie Cocco Alore of Iron Mountain
 Sales Impact Summit	Content Beyond Conversion
	SPEAKING: Rita Cidre of Zillow
 Castile 1	Behind The Scenes: Account-Based Marketing In Action: Driving ABM Success And Revenue With Video (Sponsored Session)
	SPEAKING: Dana Fugate of Brightcove, Rose Morabito of Brightcove
2:30 pm	Networking Break
 Marketplace	
3:00 pm	Building A Scalable Content Operation
 Content2Conversion Conference	SPEAKING: Emily Reynolds of Phunware
 Demand Gen Summit	Panel: Applying Personalization & Customization To Supercharge Results
	SPEAKING: Carol Krol of Demand Gen Report, Jenn Kloc of Jellyvision, Travis Bickham of Tradeshift
 ABM In Action Live	ABM Trial & Error: What Worked, What Didn't
	SPEAKING: Bassem Hamdy of Procore Technologies
3:40 pm	CMO Panel: Shifting Priorities For B2B Brands
 General Sessions	SPEAKING: Christine Nurnberger of Bottomline Technologies, Meg Hoyceki of Ciox Health, Bassem Hamdy of Procore Technologies
4:15 pm	#B2BMX Wrap-Up
 General Sessions	SPEAKING: Andrew Gaffney of Demand Gen Report