

Thursday 16 November

Time	Session Information		
7:30 – 8:30 a.m.	Registration / Networking Breakfast		
8:30 – 10:15 a.m.	 Keynotes	8:30 – 8:45 Welcome Meta Karagianni <i>SiriusDecisions</i>	8:45 – 9:30 Reimagining Corporate and Regional Interplay Tony Jaros, Meta Karagianni <i>SiriusDecisions</i>
			9:30 – 10:15 Field Marketing and Sales: The Relationship Evolves Mark Levinson <i>SiriusDecisions</i>
10:15 – 11:00 a.m.	Networking Break in the Marketplace		
11:00 – 11:45 a.m.	 Sponsor Case Study Sessions		 Sponsor Case Study Sessions
11:45 a.m. – 12:00 p.m.	Movement Break		
12:00 – 12:45 p.m.	 Sponsor Case Study Sessions		 Sponsor Case Study Sessions
12:45 – 1:45 p.m.	Networking Lunch in the Marketplace		
1:45 – 3:15 p.m.	 Keynotes	1:45 – 2:30 The B2B Buyer Journey: The Asia-Pacific View Meta Karagianni, Tim Kimber <i>SiriusDecisions</i>	2:30 – 3:15 The Demand Unit Waterfall®: Which Approach Is Right for You?? Kerry Cunningham, Paul Dolan <i>SiriusDecisions</i>
3:15 – 3:45 p.m.	Networking Break in the Marketplace		
3:45 – 5:00 p.m.	 Keynotes	3:45 – 4:30 Preparing Your Organisation for Account-Based Marketing Nicky Briggs <i>SiriusDecisions</i>	4:30 – 5:00 Dynamics, Opportunities and Challenges in the Asia-Pacific Market: A Panel Discussion Tony Jaros <i>SiriusDecisions</i>
5:00 – 5:10 p.m.	Movement Break		
5:10 – 6:00 p.m.	 Keynotes	5:10 – 5:55 Optimizing the Regional Program Design and Marketing Mix Gil Canare, Paul Dolan <i>SiriusDecisions</i>	5:55 – 6:00 Closing Remarks Meta Karagianni <i>SiriusDecisions</i>
6:00 – 7:00 p.m.	Networking Reception		

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