















Tuesday 15 October

Time	Session Information	
08:00 – 09:30	Registration and Networking Breakfast	
09:30 – 10:55	09:30 – 09:45 Welcome	 09:45 – 10:20 The Secrets of High Performing Revenue Engines  10:20 – 10:55 Buyer Insights: Findings from the 2019 B-to-B Buying Study
10:55 – 11:25	Networking Break in the Marketplace	
11:25 – 12:10	 ON24	 Bigtincan
12:10 – 13:20	Networking Lunch in the Marketplace	
12:10 – 13:20	Diamond Sponsor Lunch and Learn with Verticurl	
13:20 – 13:55	 Track 1 #trendingnow: Tactical Innovations in Demand Marketing	 Track 2 B-to-B Content in the Age of Hyper-Customisation
13:55 – 14:05	Movement Break	
14:05 – 14:50	 Selling Simplified	 Cvent
14:50 – 15:20	Networking Break in the Marketplace	
15:20 – 15:55	 Track 1 Strategic Account Planning: How to Win Together	 Track 2 40 Percent of Budget and What Do I Get: Event Success in the Digital Age
15:55 – 16:05	Movement Break	
16:05 – 16:45	ROI Honour Winner	
16:45 – 16:55	Award Ceremony for ROI and POY Winners	
16:55 – 17:30	 Navigating Digital Marketing Transformation in the Channel	
17:30 – 17:35	Closing Remarks	
17:35 – 18:45	Cocktail Reception in the Marketplace	
19:15 – 21:00	Executive Networking Dinner - Sponsored By Our Diamond Sponsor - By Invitation Only	

Wednesday 16 October

Time	Session Information
08:00 – 09:10	Registration and Role-Based Breakfasts in the Marketplace
09:10 – 09:55	 Welcome Address Followed By Working Effectively with Global Marketing and Regional Sales Leaders
09:55 – 10:05	Movement Break
10:05 – 10:40	 Track 1 Digitising the Partner's Journey  Track 2 Delivering Field Value Starting with Corporate-Created Campaigns
10:40 – 11:10	Networking Break in the Marketplace
11:10 – 11:50	Programmes of the Year Client Panel
11:50 – 12:00	Closing Remarks

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