












Sunday, May 5

Time	Session Information
12:00 – 7:30 p.m.	Event Registration and Badge Pick-Up – Fairmont Austin
1:00 – 4:45 p.m.	B-to-B Boot Camp
2:45 – 3:30 p.m.	Intermission
2:45 – 4:45 p.m.	SiriusDecisions Women’s Network Forum
4:45 – 5:00 p.m.	Intermission
5:00 – 5:45 p.m.	 <b>Leadership Guest Keynote, Alex Sheen, Founder of “because I said I would.”</b>
6:00 – 7:15 p.m.	SLE Reception/Dinner
6:00 – 7:30 p.m.	Evening Welcome Reception
6:00 – 8:30 p.m.	ELE Reception/Dinner

Monday, May 6

Time	Session Information
8:00 a.m. – 5:30 p.m.	Event Registration and Badge Pick-Up – Austin Convention Center
8:00 – 9:30 a.m.	Breakfast at each host hotel
8:30 – 10:00 a.m.	 8:30 – 9:00 a.m. <b>Welcome</b>  9:00 – 10:00 a.m. <b>Guest Keynote Speaker, Common, Grammy and Academy Award-Winning Artist and Activist</b>
10:00 – 10:30 a.m.	 <b>SiriusDecisions Foundations</b>
10:30 – 10:40 a.m.	Intermission
10:40 – 11:10 a.m.	 <b>SiriusDecisions Foundations</b>
11:10 – 11:20 a.m.	Intermission
11:20 – 11:50 a.m.	 <b>SiriusDecisions Foundations</b>
12:00 – 1:00 p.m.	<b>Networking Lunch in the Marketplace</b>
1:00 – 1:45 p.m.	 <b>Sponsor Case Study Sessions #1</b>
1:45 – 2:00 p.m.	Intermission
2:00 – 2:45 p.m.	 <b>Sponsor Case Study Sessions #2</b>
2:45 – 3:15 p.m.	<b>Networking Break in the Marketplace</b>
3:15 – 5:15 p.m.	 3:15 – 3:55 p.m. <b>ROI Winner Presentation: Genesys</b>  3:55 – 4:35 p.m. <b>The Customer-Obsessed Revenue Engine: Deliver High Performance Today While Building For B-to-B’s Future</b> Megan Heuer, Marisa Kopec, <i>SiriusDecisions</i>  4:35 – 5:15 p.m. <b>The Respect and Relevance Imperative in the Age of the Customer</b> Isabel Montesdeoca, Peter Ostrow, <i>SiriusDecisions</i>
5:30 – 7:30 p.m.	<b>Cocktail Reception in the Marketplace</b>

Continued on next page

Tuesday, May 7

Time	Session Information			
7:30 a.m. – 5:30 p.m.	Event Registration and Badge Pick-Up – Austin Convention Center			
7:30 – 8:30 a.m.	Breakfast at each hotel			
8:30 – 9:50 a.m.	8:30 – 9:10 a.m. <b>ROI Winner Presentation: Monster</b>	9:10 a.m. – 9:50 p.m. <b>Revenue Operations: Now Is the Time</b> Kerry Cunningham, Dana Therrien, SiriusDecisions		
9:50 – 10:45 a.m.	<b>Networking Break in the Marketplace</b>			
10:45 – 11:30 a.m.	<b>Sponsor Case Study Sessions #3</b>			
10:45 a.m. – 12:30 p.m.	Interactive Experience Rooms			
11:30 – 11:45 a.m.	Intermission			
11:45 a.m. – 12:30 p.m.	<b>Sponsor Case Study Sessions #4</b>			
12:30 – 1:45 p.m.	<b>Networking Lunch in the Marketplace</b>			
1:45 – 2:25 p.m.	<b>Account-Based Marketing</b>	<b>Brand and Communications</b>	<b>Customer Engagement</b>	<b>Channel Marketing</b>
	Strategic Account Planning: How to Win Together	Thought Leadership: The Critical Link Between Corporate and Product Messaging	High Performance: Customer Engagement	High Performance: Channel Marketing
	<b>Content Strategy and Operations</b>	<b>Demand Marketing</b>	<b>Emerging Growth Strategies</b>	<b>Marketing Executive</b>
	High Performance: Content Strategy and Operations	High Performance Demand Marketing/ Advanced Demand Marketing: Economics of Alignment For Direct Demand	High Performance: Emerging Growth Strategies	High Performance: Chief Marketing Officer/Marketing Executive
	<b>Marketing Operations</b>	<b>Product Management</b>	<b>Portfolio Marketing</b>	<b>Sales Operations</b>
	High Performance: Marketing Operations	High Performance: Product Management	High Performance: Portfolio Marketing	High Performance: Sales Operations
	<b>Technology</b>	Revving Your Revenue Engine With the Sales Technology Stack		
1:45 – 3:15 p.m.	Interactive Experience Rooms			
2:25 – 2:35 p.m.	Intermission			
2:35 – 3:15 p.m.	<b>Account-Based Marketing</b>	<b>Advanced Demand Marketing</b>	<b>Brand and Communications</b>	<b>Customer Engagement</b>
	High Performance: Account-Based Marketing	Taming ABM's Three-Headed Monster: How to Use Intent, Advertising and Personalization	High Performance: Brand and Communications	Why Did We Add This Feature? Getting Value From Enhancements

Continued on next page

Tuesday, May 7 continued

Time	Session Information			
2:35 – 3:15 p.m.	<b>Channel Marketing</b>	<b>Channel Sales</b>	<b>Customer Engagement</b>	<b>Content Strategy and Operations</b>
	You Had Me at Data: Critical Insights for Effective Channel Marketing	Operationalizing the Channel Sales Profitability Model	Retention: A Sirius Methodology for Growth	Programs of the Year: Content Strategy and Operations
	<b>Demand Marketing</b>	<b>Emerging Growth Strategies</b>	<b>Marketing Executive</b>	<b>Marketing Operations</b>
	Modeling Demand in a Demand Unit World	Unlocking Hypergrowth: Perfecting Marketing Workflow at Emerging Companies	Nirvana: Achieving a State of Campaign Bliss	Target Demand: Open the Floodgates to Power Your Demand Unit Waterfall™
	<b>Portfolio Marketing</b>	<b>Sales Executive</b>	<b>Sales Enablement</b>	<b>Sales Operations</b>
	The New Buyer's Journey: Fortifying Your Messaging Strategy	Programs of the Year: Sales Executive	Sales Learning and Earning: Achieving the Right Balance	Evolving from Sales Operations to Revenue Operations: What Does It Take?
	<b>Technology</b>			
High Performance: Technology				
3:15 – 4:00 p.m.	<b>Networking Break in the Marketplace</b>			
4:00 – 5:30 p.m.	4:00 – 4:40 p.m. <b>Retention: The Sirius Methodology For Growth</b> Amy Bills, Lisa Nakano, <i>SiriusDecisions</i>	4:40 – 5:20 p.m. <b>Matthew Luhn, accomplished storyteller and character creator at Pixar Animation Studios</b>	5:20 – 5:30 p.m. <b>Day 2 Closing remarks</b>	
5:30 – 7:30 p.m.	<b>B2B Bash   powered by the Titanium Sponsors</b>			
8:00 – 9:30 p.m.	AfterHours Party – Fairmont Austin Hotel, Manchester Ballroom			

Wednesday, May 8

7:30 a.m. – 5:30 p.m.	Event Registration and Badge Pick-Up – Austin Convention Center		
7:30 – 8:30 a.m.	Breakfast at each host hotel		
8:30 – 9:50 a.m.	8:30 – 9:10 a.m. <b>ROI Winner Presentation: Oracle</b>	9:10 – 9:50 a.m. <b>Aligned Meets Agile: Secrets to Putting Speed and Strategy to Work Across the Revenue Engine</b> Cristina DeMartini, Jeff Lash, <i>SiriusDecisions</i>	
9:50 – 10:45 a.m.	<b>Networking Break in the Marketplace</b>		
10:45 – 11:30 a.m.	<b>Sponsor Case Study Sessions #5</b>		
10:45 a.m. – 12:30 p.m.	Interactive Experience Rooms		
11:30 – 11:45 a.m.	Intermission		
11:45 a.m. – 12:30 p.m.	<b>Sponsor Case Study Sessions #6</b>		
12:30 – 1:45 p.m.	<b>Networking Lunch in the Marketplace</b>		

Wednesday, May 8 continued

Time	Session Information			
1:45 – 2:25 p.m.	<b>Account-Based Marketing</b>	<b>Advanced Demand Marketing</b>	<b>Brand and Communications</b>	<b>Customer Engagement</b>
	Feeding ABM's Three-Headed Monster: Customizing the Content Diet for Discerning Palates	#trendingnow: Tactical Innovations in Demand Marketing	Future Vision: Brand and Communications	Future Vision: Customer Engagement
	<b>Channel Marketing</b>	<b>Channel Sales</b>	<b>Content Strategy and Operations</b>	<b>Demand Marketing</b>
	Future Vision: Channel Marketing	Future Vision: Channel Sales	The Keys to the Content Kingdom: Unlocking Your Content's Potential With Metadata, Taxonomy, and Semantic AI	The Demand Unit Waterfall™ for Emerging Companies
	<b>Emerging Growth Strategies</b>	<b>Marketing Executive</b>	<b>Marketing Operations</b>	<b>Product Management</b>
	Future Vision: Emerging Growth Strategies	Future Vision: Marketing Executive	Future Vision: Marketing Operations	Future Vision: Product Management
	<b>Portfolio Marketing</b>	<b>Sales Operations</b>	<b>Technology</b>	
Future Vision: Portfolio Marketing	Future Vision: Sales Operations	Marketing Automation Platforms: Extinction or Evolution?		
1:45 – 4:05 p.m.	Interactive Experience Rooms			
2:25 – 2:35 p.m.	Intermission			
2:35 – 3:15 p.m.	<b>Account-Based Marketing</b>	<b>Brand and Communications</b>	<b>Customer Engagement</b>	<b>Channel Marketing</b>
	Future Vision: Account-Based Marketing	Building Effective Reputation Programs	Turning Loyalty Into Growth: A better demand and customer marketing partnership for cross-sell and upsell	Digitizing the Partner's Journey
	<b>Channel Sales</b>	<b>Content Strategy and Operations</b>	<b>Demand Marketing</b>	<b>Emerging Growth Strategies</b>
	Programs of the Year: Channel Sales	From Handoff to Handshake: How to Work Together to Build Insight-Driven Content Strategy	Future Vision: Demand Marketing	40% of Budget and What Do I Get: Event Success in the Digital Age
	<b>Marketing Executive</b>	<b>Marketing Operations</b>	<b>Product Management</b>	<b>Portfolio Marketing</b>
	Beyond the Lead: The True Value of Marketing	Programs of the Year: Marketing Operations	Minimum Viable Product: Designing Successful Product Experiments	How to Keep Agile Development From Wreaking Havoc on Product Launches
	<b>Sales Executive</b>	<b>Sales Enablement</b>	<b>Sales Operations</b>	<b>Technology</b>
Trends in Sales Structure: The New Way to Design a Sales Team and Optimize Coverage	Sales Asset Management and the Productivity Promise: Are We There Yet?	Getting the Mix Right: The Fundamentals of Sales Coverage Design	Programs of the Year: Technology	

Continued on next page

Wednesday, May 8 continued

Time	Session Information			
3:15 – 3:25 p.m.	Intermission			
3:25 – 4:05 p.m.	<b>Account-Based Marketing</b>	<b>Advanced Demand Marketing</b>	<b>Brand and Communications</b>	<b>Customer Engagement</b>
	Programs of the Year: Account-Based Marketing	Evolving Qualification Strategies in a Buying Group World	Programs of the Year: Brand and Communications	Programs of the Year: Customer Engagement
	<b>Channel Marketing</b>	<b>Channel Sales</b>	<b>Content Strategy and Operations</b>	<b>Demand Marketing</b>
	Programs of the Year: Channel Marketing	Winning at Channel Sales by Keeping Score: Creating and Using Partner Scorecards	Future Vision: Content Strategy and Operations	Programs of the Year: Demand Marketing
	<b>Marketing Executive</b>	<b>Marketing Operations</b>	<b>Product Management</b>	<b>Portfolio Marketing</b>
	Chief Marketing Officer/Marketing Executive/Emerging and Enterprise Marketing Executive	Programs of the Year: Chief Marketing Officer/Marketing Executive/Emerging and Enterprise Marketing Executive	Programs of the Year: Product Management	Programs of the Year: Portfolio Marketing
	<b>Sales Executive</b>	<b>Sales Enablement</b>	<b>Sales Operations</b>	<b>Technology</b>
It's All About Execution: The AI-Enabled Approach to Closing Business	Programs of the Year: Sales Enablement	Programs of the Year: Sales Operations	The Future of B-to-B Technology: From Process to Experience	
4:05 – 4:45 p.m.	<b>Networking Break in the Marketplace</b>			
4:45 – 5:30 p.m.	4:45 – 5:25 p.m. <b>The Essential Secrets of Talking to Executives (and Getting What You Want)</b> Monica Behncke, Phil Harrell, <i>SiriusDecisions</i>		5:25 – 5:30 p.m. <b>Final Remarks</b>	
7:30 – 10:30 p.m.	<b>Green Tie Gala Closing Night Celebration featuring Leon Bridges   Stubb's Bar-B-Q   Sponsored by the Premier Sponsors</b>			
Event Concludes				