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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.	 Leadership Guest Keynote, Alex Sheen, Founder of “because I said I would.”
6:00 – 7:15 p.m.	SLE Reception Café Blue
6:00 – 7:30 p.m.	Evening Welcome Reception Fairmont Austin, Pool Terrace 7th Floor
6:00 – 8:30 p.m.	ELE Reception/Dinner ATX Cocina

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. Welcome  9:00 – 10:00 a.m. Guest Keynote Speaker, Common, Grammy and Academy Award-Winning Artist and Activist
10:00 – 10:30 a.m.	 SiriusFoundations®
10:00 a.m. – 12:00 p.m.	Customer Experience Rooms
10:30 – 10:40 a.m.	Intermission
10:40 – 11:10 a.m.	 SiriusFoundations®
11:10 – 11:20 a.m.	Intermission
11:20 – 11:50 a.m.	 SiriusFoundations®
12:00 – 1:00 p.m.	Networking Lunch in the Marketplace
1:00 – 1:45 p.m.	 Sponsor Case Study Sessions #1
1:00 – 2:45 p.m.	Customer Experience Rooms
1:45 – 2:00 p.m.	Intermission
2:00 – 2:45 p.m.	 Sponsor Case Study Sessions #2
2:45 – 3:15 p.m.	Networking Break in the Marketplace
3:15 – 5:15 p.m.	 3:15 – 3:55 p.m. Return on Integration Winner Presentation: Genesys  3:55 – 4:35 p.m. The Customer-Obsessed Revenue Engine: Deliver High Performance Today While Building for B-to-B’s Future Megan Heuer, Marisa Kopec, <i>SiriusDecisions</i>  4:35 – 5:15 p.m. The Respect and Relevance Imperative in the Age of the Customer Isabel Montesdeoca, Peter Ostrow, <i>SiriusDecisions</i>
5:30 – 7:30 p.m.	Cocktail Reception in the Marketplace

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. Return on Integration Winner Presentation: Monster	 9:10 a.m. – 9:50 p.m. Revenue Operations: Now Is the Time Kerry Cunningham, Dana Therrien, SiriusDecisions		
9:50 – 10:45 a.m.	Networking Break in the Marketplace			
10:45 – 11:30 a.m.	 Sponsor Case Study Sessions #3			
10:45 a.m. – 12:30 p.m.	Customer Experience Rooms			
11:30 – 11:45 a.m.	Intermission			
11:45 a.m. – 12:30 p.m.	 Sponsor Case Study Sessions #4			
12:30 – 1:45 p.m.	Networking Lunch in the Marketplace			
12:30 – 1:45 p.m.	Lunch and Learn with Bigtincan			
12:30 – 1:45 p.m.	Lunch and Learn with Salesforce			
1:45 – 2:25 p.m.	 Account-Based Marketing	 Brand and Communications	 Customer Engagement	 Channel Marketing
	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
	 Content Strategy and Operations	 Demand Marketing/Advanced Demand	 Emerging Growth Strategies	 Marketing Executive
	High Performance: Content Strategy and Operations	High Performance: Demand Marketing: Enabling High Performance	High Performance: Emerging Growth Strategies	High Performance: Chief Marketing Officer/Marketing Executive
	 Marketing Operations	 Product Management	 Portfolio Marketing	 Sales Operations
	High Performance: Marketing Operations	High Performance: Product Management	High Performance: Portfolio Marketing	High Performance: Sales Operations
	 Technology			
Revving Your Revenue Engine With the Sales Technology Stack				
1:45 – 3:15 p.m.	Customer Experience Rooms			
2:25 – 2:35 p.m.	Intermission			
2:35 – 3:15 p.m.	 Account-Based Marketing	 Advanced Demand Marketing	 Brand and Communications	 Customer Engagement/Program Management
	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



Tuesday, May 7 continued

Time	Session Information			
2:35 – 3:15 p.m.	Account-Based Marketing	Advanced Demand Marketing	Brand and Communications	Customer Engagement/Program Management
	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
	Channel Marketing	Channel Sales	Content Strategy and Operations	Demand Marketing
	You Had Me at Data: Critical Insights for Effective Channel Marketing	Operationalizing the Channel Sales Profitability Model	Programs of the Year: Content Strategy and Operations	Modeling Demand in a Demand Unit World
	Emerging Growth Strategies	Marketing Executive	Marketing Operations	Portfolio Marketing
	Unlocking Hypergrowth: Perfecting Marketing Workflow at Emerging Companies	Achieving a State of Campaign Bliss	Target Demand: Open the Floodgates to Power Your Demand Unit Waterfall™	The New Buyer's Journey: Fortifying Your Messaging Strategy
	Sales Executive	Sales Enablement	Sales Operations	Technology
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?	High Performance: Resourcing Technology: Best Practices of High-Performing Organizations	
3:15 – 4:00 p.m.	Networking Break in the Marketplace			
4:00 – 5:30 p.m.	4:00 – 4:40 p.m. Retention: The Sirius Methodology For Growth Amy Bills, Lisa Nakano, <i>SiriusDecisions</i>	4:40 – 5:20 p.m. Andrew Gordon, Storyteller and Character Creator at Pixar Animation	5:20 – 5:30 p.m. Day 2 Closing remarks	
5:30 – 7:30 p.m.	B2B Bash sponsored by the Titanium Sponsors			
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. Return on Integration Winner Presentation: Oracle	9:10 – 9:50 a.m. Aligned Meets Agile: Secrets to Putting Speed and Strategy to Work Across the Revenue Engine Cristina DeMartini, Jeff Lash, <i>SiriusDecisions</i>	
9:50 – 10:45 a.m.	Networking Break in the Marketplace		
10:45 – 11:30 a.m.	Sponsor Case Study Sessions #5		
10:45 a.m. – 12:30 p.m.	Customer Experience Rooms		
11:30 – 11:45 a.m.	Intermission		
11:45 a.m. – 12:30 p.m.	Sponsor Case Study Sessions #6		



Wednesday, May 8 continued

Time	Session Information			
12:30 – 1:45 p.m.	Networking Lunch in the Marketplace			
1:45 – 2:25 p.m.	Account-Based Marketing	Advanced Demand Marketing	Brand and Communications	Customer Engagement
	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
	Channel Marketing	Channel Sales	Content Strategy and Operations	Demand Marketing
	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	40% of Budget and What Do I Get: Event Success in the Digital Age
	Emerging Growth Strategies	Marketing Executive	Marketing Operations	Product Management
	Future Vision: Emerging Growth Strategies	Future Vision: Marketing Executive	Future Vision: Marketing Operations	Future Vision: Product Management
	Portfolio Marketing	Sales Operations	Technology	
Future Vision: Portfolio Marketing	Future Vision: Sales Operations	Marketing Automation Platforms: Extinction or Evolution?		
1:45 – 4:05 p.m.	Customer Experience Rooms			
2:25 – 2:35 p.m.	Intermission			
2:35 – 3:15 p.m.	Account-Based Marketing	Brand and Communications	Customer Engagement	Channel Marketing
	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
	Channel Sales	Content Strategy and Operations	Demand Marketing	Emerging Growth Strategies
	Programs of the Year: Channel Sales	From Handoff to Handshake: How to Work Together to Build Insight-Driven Content Strategy	Future Vision: Demand Marketing	The Demand Unit Waterfall™ for Emerging Companies
	Marketing Executive	Marketing Operations	Product Management	Portfolio Marketing
	Defining the Full Potential of the B-to-B Marketing Function	Programs of the Year: Marketing Operations	Minimum Viable Product: Designing Successful Product Experiments	How to Keep Agile Development From Wreaking Havoc on Product Launches
	Sales Executive	Sales Enablement	Sales Operations	Technology
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	



Wednesday, May 8 continued

Time	Session Information			
3:15 – 3:25 p.m.	Intermission			
3:25 – 4:05 p.m.	Account-Based Marketing	Advanced Demand Marketing	Brand and Communications	Customer Engagement
	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
	Channel Marketing	Channel Sales	Content Strategy and Operations	Demand Marketing
	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
	Marketing Executive	Marketing Operations	Product Management	Portfolio Marketing
	Programs of the Year: Chief Marketing Officer/Marketing Executive/Emerging and Enterprise Marketing Executive	What's Really Working: How to Report on Tactic Effectiveness	Programs of the Year: Product Management	Programs of the Year: Portfolio Marketing
	Sales Executive	Sales Enablement	Sales Operations	Technology
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.	Networking Break in the Marketplace			
4:45 – 5:30 p.m.	4:45 – 5:25 p.m. The Essential Secrets of Talking to Executives (and Getting What You Want) Monica Behncke, Phil Harrell, <i>SiriusDecisions</i>		5:25 – 5:30 p.m. Final Remarks	
7:30 – 10:30 p.m.	Green Tie Gala Closing Night Celebration featuring Leon Bridges Stubb's Bar-B-Q Sponsored by the Premier Sponsors			
Event Concludes				

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