



B2B MARKETING EXCHANGE

 FEBRUARY 19-21, 2018

 FAIRMONT SCOTTSDALE PRINCESS
SCOTTSDALE, AZ



PRESENTED BY

DEMAND GEN[®]
REPORT

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Resource Center

All presentations and audio recordings will be available at:
www.b2bmarketing.exchange/2018-presentations

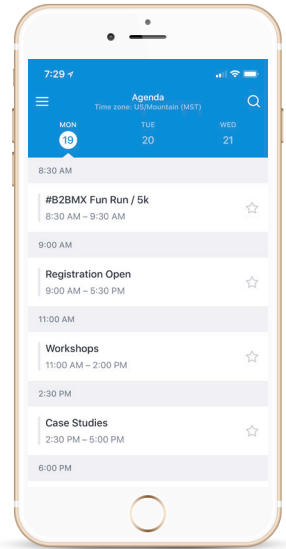
Need Help?

Ask our Event Staff to assist you
at the registration area.

Download Our App

Download the official #B2BMX app via the iOS or Google Play Store (**search for B2BMX**). The app features everything you'll need for a successful show experience, including:

- **Full Event Agenda:** Build your personal agenda by favoriting sessions, sponsors, and speakers!
- **Speaker & Sponsor Information:** Connect with speakers and sponsors from within the app to get the most out of #B2BMX.
- **#B2BMX Networking Tool:** Engage with attendees by posting to the Activity Stream and connecting via direct messages.
- **Maps & Contact Information:** Get around the resort, conference, and Marketplace by using the interactive maps within the app. You can also reach out to our staff with any questions or feedback.



When launching for the first time, you will be asked to create a profile and claim your registration details. **Please use the email address used on your B2BMX registration.**

Download at: app.b2bmarketing.exchange

B2B MATTERS

Welcome to the 7th Annual B2B Marketing Exchange. As you will see over the next three days, this event is built specifically around the unique complexities of B2B marketers. Each of our presenters is prepared to address such unique topics as extending sales cycles, engaging multiple stakeholders within key accounts, and creating audience-centric content.

Throughout the three days, you'll have access to more than 50 different sessions, and 80 different speakers, including case studies and best practice models from top analysts and consultants in B2B marketing.

This year's agenda has been expanded to **6 targeted tracks**, which include:

- ▶ **ABM in Action Live!;**
- ▶ **Channel Marketing;**
- ▶ **Content2Conversion;**
- ▶ **Demand Gen Summit;**
- ▶ **Digital Strategy,** and
- ▶ **Sales Impact Summit.**

The tracks can help you identify the sessions that align with your role, but we also encourage you to **customize your own agenda** by checking out speakers in different tracks, which may address topics that are especially relevant to your business.

While this year's event has grown to 1,000 registrants, one of the benefits of B2BMX is that the event is still intimate enough to give you access to speakers and thought leaders. In addition to connecting with speakers after their sessions, we encourage you to take advantage of the **B2BMXperts Bar** in our Marketplace. These 15-minute sessions can be scheduled for one-on-one time with top experts, or you can try for a walk-in appointment.

Also, make sure to take advantage of **the Marketplace** to learn more about 50 of the top solutions on the market — all specifically built for the unique needs of B2B marketers.

We hope you enjoy the event, and please let us know if anyone on our team can help make your time here as valuable as possible.



Andrew Gaffney

Content Director

Demand Gen Report/B2B Marketing Exchange

AGENDA

● **Content2Conversion**
Palomino 4

● **Demand Gen Summit**
Princess A

● **ABM In Action Live!**
Princess D

■ **Sales Impact Summit**
Palomino 8

● **Digital Strategy**
Palomino 6

● **Channel Marketing**
Palomino 1

● **Behind The Scenes**
Castile 1

● **General Sessions**
Palomino 4 & 6

● **Fun Stuff**

MONDAY, FEBRUARY 19

8:30 am ● #B2BMX Fun Run / Walk

9:00 am Registration

11:00 am Workshops — See official app for full details.

2:00 pm CMO Exchange (By Invite Only)

2:30 pm Case Studies — See official app for full details.

6:00 pm ● Opening Night Reception

7:55 pm ● Fireworks Show

TUESDAY, FEBRUARY 20

7:00 am ● Morning Fitness: #B2BMX Yoga

● Morning Fitness: #B2BMX Boot Camp Class

7:30 am Registration & Breakfast

8:30 am ● Welcome to #B2BMX

8:45 am ● Humanizing The B2B Decision-Making Journey

9:35 am ● B2P: The Rise Of Business To People

10:15 am Networking Break

11:00 am ● Content Transformation: The Back Story On Audience Centricity

● Life Beyond The Lead

● ABM Beyond The Hype: What High Growth Organizations Do Differently

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- 11:00 am ■ Taking A Buyer-Centric Sales Enablement Approach
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- The Eclipse Of Advertising And What It Means To Your Content Strategy
 - A Roadmap For Driving Better Engagement And Fueling Marketing Performance With Partners
-
- 11:40 am ● The Complexities Of Building A Scalable Content Operation
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- Why Lenovo Is Doubling Down On Intent Marketing
 - Winning Big With ABM As #OneTeam
 - Marketing Beyond Marketers: Putting Sales Enablement Before Demand Generation
 - Breakthroughs In Increasing Retention And LTV By Engaging Customers At 7 Critical Points In Their Lifecycle
 - To, Through, And For Partner Marketing
-
- 12:10 pm ● Show & Tell: Writing And Publishing A Book As Part Of Your Content Marketing And Branding Strategies
-
- Show & Tell: Interactive Content Across The Funnel: How To Succeed By Putting Buyers In Control
 - Show & Tell: DIY ABM: How To Try ABM On For Size Without Exploding Your Marketing Budget
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- 12:25 pm Networking Lunch
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- 12:40 pm Lunch & Learns — See official app for full details.
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- 1:40 pm ● 2B or Not2B, That Is (Not Really) The Question: Challenging The Status Quo In B2B Communication
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- 2:55 pm ● Extending Events Into Content
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- Balancing Community, Conversation & Conversion
 - AI Within Reach: Demystifying Artificial Intelligence and Making It Work for You
 - A Shared View Of Success For ABM
 - 3 Creative Ways Marketers Can Enable Sales Teams Across Regions
 - Applying Personas and Message Maps to Optimize Channel Marketing
-
- 3:25 pm Networking Break
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- 4:10 pm ● How To Make Video Marketing A Money-Maker
-
- Brand, Demand & Digital Transformations
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- 4:10 pm ● Strategies To Support The Consensus Sale: New Survey Data
- The Metrics That Matter Across Sales & Marketing
- Next Level Native: B2B Advertising Gets Personal
- Panel: Top-of-Mind Topics For Channel Marketers
- Behind The Scenes: Launch Content-Based Lead Gen Campaigns In The Time It Takes To Sip Your Morning Coffee
- 5:00 pm ● Millennials & Influencer Marketing: How To Organize & Optimize For B2B
- 5:45 pm ● Networking & Drinks Reception

WEDNESDAY, FEBRUARY 21

- 7:00 am ● Morning Fitness: #B2BMX "HIIT" Class
- Morning Fitness: #B2BMX Yoga
- 7:30 am Networking Breakfast
- 8:30 am ● Welcome to Day 2 Of #B2BMX
- 8:40 am ● Putting Personalization To Work In B2B: How Brands Are Building Contextual Customer Journeys
- 9:10 am ● CMO Panel
- 9:40 am Networking Break
- 10:25 am ● The Netflix Effect On B2B Buyer Engagement
- Cross-Channel Marketing Panel
- How Windstream Renewed Marketing & Sales Vows Using Just Three Letters: ABM
- What Sales Wants From Marketing
- Empathy: The Hallmark Of The Customer-Obsessed B2B Marketer
- 11:05 am ● Content ROI: Put Your Metrics Where Your Mouth Is
- Bingeing On Demand: The New Engagement Model For B2B Buyers
- Convergence Of ABM & Predictive
- Smarketing: Combining The Right Sales Tools & Marketing Messages To Grow Pipeline
- The Journey From Chaos To True Agility: How B2B Brands Are Applying Agile Marketing

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- 11:35 am ● Show & Tell: Get Creative With Content To Drive Pipeline
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- Show & Tell: ABM From The Trenches — Building Programs That Scale
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- 11:50 am Networking Lunch
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- Killer Content Awards Luncheon (By Invitation Only)
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- 1:20 pm ● Inside The Winner's Circle: A Behind-The-Scenes Look At Finny-Winning Campaigns
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- The Straight Scoop On Email Creative That Converts
-
- The Keys To Winning Mega Deals With ABM
-
- Predictable Pipeline
-
- Building A Pipeline SWAT Team: How Sales & Marketing Aligns To Drive Pipeline With ABM
-
- Behind The Scenes: Ditch The Old B2B Playbook: Move Beyond Lead-Gates Without Losing The Leads
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- 2:00 pm ● Applying Interactive Content
-
- Marketing Ops Mastery
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- From Deep Insights To Interactive Assets: SAP's Award-Winning ABM Program
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- Content As A Tool For Connecting & Closing
-
- Building The New Marketing Team: Secrets From A Top Recruiter
-
- Behind The Scenes: Transforming Predictive Insights Into True Buyer Journey Intelligence
-
- 2:30 pm Networking Break
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- 3:00 pm ● New Campaign Models Panel
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- Optimizing Your Martech Stack For An Account-Based Everything Approach
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- Making Sense Of The Sales Tech Stack
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- Rethinking, Reimagining And Rebooting Digital Marketing
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- 3:40 pm ● Creativity: The New Marketing Imperative In The Age Of Artificial Intelligence
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- 4:15 pm ● #B2BMX Wrap-Up
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