

AGENDA

Monday, February 25

TIME	SESSION
08:00AM	Registration Open
09:30AM	Workshops
12:00PM	Lunch In The Marketplace
01:30PM	Case Studies
04:00PM	Agents Of Change: How To Win In The Age Of Transformation DAVID LEWIS, DEMANDGEN INTERNATIONAL
04:45PM	CMO Panel JEFF PEDOWITZ, THE PEDOWITZ GROUP CORINNE SKLAR, BLUEWOLF JOSEPH HARDING, WINDSTREAM ENTERPRISE
06:30PM	Opening Night Party
08:25PM	Fireworks

B2B MARKETING
EXCHANGE

AGENDA

Tuesday, February 26

TIME	SESSION
07:00AM	Bootcamp
07:30AM	Registration Open & Networking Breakfast
08:30AM	Welcome To #B2BMX: Opening Remarks ANDREW GAFFNEY, DEMAND GEN REPORT
08:45AM	Developing Fans In A World Of Digital Overload DAVID MEERMAN SCOTT
09:30AM	Can Marketing Save The World? CARLOS ABLER, 3M
10:00AM	Networking Break
10:45AM	Content And The Customer Experience: Building 360-Degree Audience Engagement CHRISTINE POLEWARCZYK, SIRIUSDECISIONS
	Wrangling Shiny Objects: Five Opportunities To Innovate In Demand Marketing ERIN BOHLIN, SIRIUSDECISIONS
	Top Priorities For B2B CMOs JAY GAINES, SIRIUSDECISIONS
	Not All ABM Programs Are Created Equal: What's Different, What's Required To Win & What Does Success Look Like For Different ABM Models? MATT SENATORE, SIRIUSDECISIONS
	Driving Better Buyer Interactions By Getting Inside The Mind Of A Sales Rep CHRISTINA MCKEON, SIRIUSDECISIONS
	Achieving Channel Marketing Excellence MARIA CHIEN, SIRIUSDECISIONS
11:15AM	Session Changeout
11:25AM	Break Free Of Boring B2B With Interactive Influencer Content LEE ODDEN, TOPRANK MARKETING
	The Future Of B2B Marketing MAUREEN MAGGIONI, SALESFORCE
	MOCCA Ops Panel JOCELYN KING, SPRIMO LABS
	ABM 2.0: How To Take Your Marketing From Good To Great SANGRAM VAJRE, TERMINUS
	Panel: Revenue Operations

TIME**SESSION****Getting Smart About Applying AI In B2B Channels**

LAZ GONZALEZ, ZIFT SOLUTIONS

12:10PM

Lunch & Learn Sessions

01:30PM**Keynote: Humanizing Even The World's Most Boring B2B Brands: How To Win With Empathy, Creativity... And A Little Humor**

TIM WASHER

02:15PM**2019 Killer Content Award Winners: Kay Takeaways & Lessons****03:15PM**

Networking Break

03:45PM**Tapping Influencers To Fuel Your Content Creation Engine**

AMANDA MAKSYMIW, FUZE

Panel: Women's Leadership**Scaling For Success: Oracle's Account-Based Strategy With Connected Data, Intelligence & Experiences**

KELVIN GEE, ORACLE

Marketing Within The Deal: Reaching Deeper Into The Funnel To Impact Win Rates

DAVE BRUNO, APTOS

Optimizing Partner Communication

HEATHER MARGOLIS, CHANNEL MAVEN CONSULTING

ABM And Modern B2B Advertising: Reaching The Buying Committee At Your Target Accounts

PETER ISAACSON, DEMANDBASE

04:20PM

Session Changeout

04:30PM**Panel: The Power Of Podcasting: How B2B Marketers Are Seeing Payoffs From Serial Content****Panel: Demand Gen Power****The Marketing Organization Of The Future**

JEANNIEY MULLEN, MERCER

Bringing Oracle's Account-Based Strategy To Life: A Tale Of Two Campaigns

SHELBY APRILE, ORACLE

JUNGAH LEE, ORACLE

MEREDITH FULLER, QUARRY

5 Creative Ideas To Support Sales Enablement For Specific ABM Initiatives

PAM DIDNER, RELENTLESS PURSUIT, LLC

Panel: The Agency Edge: The New Skill Sets & Services That Distinguish Channel-Fluent Marketing Agencies

JENNIFER ANAYA, INGRAM MICRO

MARIE ROURKE, WHITE FOX MARKETING

TRACY DIZIERE, TDZ CREATIVE PARTNERS

ANGELA LEAVITT, MOJO MARKETING

05:15PM

Networking & Drinks Reception

B2B MARKETING EXCHANGE

AGENDA

Wednesday, February 27

TIME	SESSION
07:00AM	Advisory Board Meeting (Invite Only)
07:00AM	Yoga (All Levels)
07:30AM	Registration Open & Networking Breakfast
08:30AM	Welcome To Day 2 Of #B2BMX: Opening Remarks ANDREW GAFFNEY, DEMAND GEN REPORT
08:40AM	Millennial Mindset: How To Market, Collaborate & Connect With Digital Natives BRIAN FANZO, ISOCIALFANZ
09:10AM	How To Effectively Engage Today's B2B Consumer STEVEN CASEY, FORRESTER
09:55AM	Networking Break
10:40AM	Conversations Are Critical: Make The Move From Monologue To Dialogue ARDATH ALBEE, MARKETING INTERACTIONS
	Moving Beyond MQLs: New Metrics And Models That Support Segmentation And Account-Based Strategies PATRICK OLDENBURG, SERVICEMAX
	'Next Level' B2B Content Marketing Strategies MICHAEL BRENNER, MARKETING INSIDER GROUP
	Applying ABM Principals To Target SMBs MASHA FINKELSTEIN, GOOGLE
	Sales And Marketing Alignment – From Hate To Love In 60 Days SHAHID JAVED, HUGHES NETWORK SYSTEMS
	Through-Channel Marketing: How New Tools And Services Will Accelerate Partner Programs JAY MCBAIN, FORRESTER
11:10AM	Session Changeout
11:20AM	Panel: Hear From The Best In Blogging: Tips And Tricks From B2B Practitioners TONI BOGER, SIEMENS PLM SOFTWARE GREG MOONEY, IPSWITCH LYNNE SAMPSON, ORACLE
	Building An End-To-End Account Strategy From The Ground Up PETER HERBERT, FULLSTORY KRISTEN WENDEL, FULLSTORY

TIME**SESSION****Messaging Apps Applied To B2B Marketing**

ANDREW SPOETH, CA TECHNOLOGIES

Rethinking Measurement In The Age of ABM

MARK ERWICH, IMPRIVATA

LYNNE POWERS, IMPRIVATA

NAOMI MARR, IMPRIVATA

Panel: Sales Enablement**Martech, Process And People: A Journey To Channel Transformation**

LIZ COPE, INGERSOLL RAND

12:05PM

Lunch & Learn Sessions

1:35PM**Extending The Impact Of B2B Research****A Crash Course In B2B Email Creative**

HOWARD SEWELL, SPEAR MARKETING GROUP

Authentic Conversations In The Age Of Artificial Intelligence

SAMANTHA STONE, THE MARKETING ADVISORY NETWORK

The ABM Formula: Strategies To Support Account-Based Initiatives

JENN STEELE, MADISON LOGIC

Building An Integrated Sales & Marketing Machine**Panel: Driving Partner Engagement: New Approaches For Boosting Partner Participation In Channel Programs**

LAZ GONZALEZ, ZIFT SOLUTIONS

DAVID PORTNOWITZ, STAR2STAR COMMUNICATIONS

2:05PM

Session Changeout

2:15PM**Panel: Connecting With Context: Applying Audience-Specific Content Models To Target & Engage****The Quest For Top Talent: How To Build Your Marketing A-Team**

WES LIESER, VERSIQUE

Confessions & Takeaways From A Journalist-Turned-Marketer

RYAN MACINNIS, NOTARIZE

Panel: Optimizing ABM**Scaling Account-Based Sales-Marketing At Autodesk – How To Scale And ABM Program Globally To 10K Accounts In One Year**

NATHALIE MOORE, AUTODESK

Panel: Socializing Partners: How To Optimize Message Syndication Through Channel Networks

LISA PENN, SAP

TERRI O'LEARY, SONICWALL

3:00PM

Networking Break

3:30PM

Closing Keynote

4:15PM

#B2BMX Wrap-Up