

TIME	SESSION
11:30 AM	<b>Registration and Networking Lunch</b>
12:45 PM	<b>Welcome and Kickoff</b>
12:55 PM	<p><b>Market Insights to Fuel Your Revenue</b>  <i>Umberto Milletti, CEO, InsideView</i></p> <p>Thriving in the current market depends on a strategy powered by market insights. Hear founding CEO Umberto Milletti's perspective on how companies stay innovative in the face of disruption. Learn why relevant insights belong in every business process to drive compelling conversations that fuel growth and revenue.</p>
1:15 PM	<p><b>Tune The Sales Force To Enable Perfect Pitch:            It's Time to Redesign Selling Systems to Succeed with the Modern Buyer</b>  <i>Mary Shea, Principal Analyst, Forrester</i></p> <p>Today's B2B buyer is more empowered than ever, requiring a new approach for sellers. Principal Forrester Analyst and leading sales and marketing expert, Mary Shea, will discuss changes in buyer and seller dynamics, the importance of data and insights, and how to succeed in this new environment.</p>
2:00 PM	<p><b>How to Crack the Code of Sales and Marketing Alignment</b>  <i>Tracy Eiler, CMO, InsideView    Andrea Austin, VP, Enterprise Sales, InsideView</i></p> <p>Based on recent market research, it's now clearer than ever that the companies who prioritize sales and marketing alignment achieve their revenue goals. Hear how these leading organizations align on a shared funnel approach, use common measurement, and focus on communication and data quality.</p>
2:30 PM	<b>Sponsor Lightning Round #1: Solving Real Business Problems</b>
3:00 PM	Break
3:15 PM	<p><b>Market Insights in Action: InsideView Demonstration</b>  <i>Marc Perramond, VP Product Management, InsideView            Joe Andrews, VP Product Marketing, InsideView</i></p> <p>Get a guided tour of InsideView's Market Intelligence Platform and test-drive popular Lead-to-Revenue strategies, including: account-based marketing, total addressable market and whitespace analysis, lead enrichment and scoring, sales territory management, and social selling.</p>
3:45 PM	<b>Sponsor Lightning Round #2: Solving Real Business Problems</b>
4:15 PM	<p><b>Expert Panel: How to Operationalize Sales &amp; Marketing Alignment</b>  <i>Tom Lombardo, COO of Digital and Mobility Marketing, JLL            Adrienne Weissman, CMO / Head of Sales and Marketing, G2 Crowd            Mary Shea, Principal Analyst, Forrester            Moderator: Tracy Eiler, CMO, InsideView</i></p> <p>Wrap up the day learning how leading companies achieve their goals when they focus on alignment. Our panel of experts will share their first-hand experience on how they collaborate with their peers on sales and marketing strategies, processes, and key metrics.</p>
5:00 PM	<b>Networking Reception</b>