



## **Track 1: Applying Sales & Marketing Metrics Day-to-Day (Instructional)**

### **Thursday**

#### **Breakout 1: The Full Circle Roadmap (11:30-12:00)**

- **Abstract:** This session offers a preview of the Full Circle Insights product roadmap over the next 12 months. It is intended to give customers and prospects an idea about our vision and where we will be focusing our efforts.
- **Speaker: Luke Duncan**  
Luke is the Director of Product Management at Full Circle Insights where he is responsible for innovation across all product and service offerings.

#### **Breakout 2: Optimizing Your Sales & Marketing Ops Processes in Salesforce (1:35-2:05)**

- **Abstract:** Are you optimizing your sales and marketing processes to improve data quality and drive performance results? Join our ops duo as we cover the importance of having these processes in place to ensure data quality and accountability, and to gain deeper insights through segmented analysis and actionable reporting.
- **Speakers: Rochelle Diodati & Ron Arbel**  
Rochelle is Full Circle's Senior Marketing Operations Manager and Ron Arbel is the Revenue Operations Manager at Full Circle Insights. The two work together to ensure a smooth process between and among Full Circle's sales and marketing teams.

#### **Breakout 3: Sales Ops: Surfacing & Harvesting Low Hanging Fruit (2:10-2:40)**

- **Abstract:** Ever been asked to find a quick and easy way to add pipe and close business? We have too. This session dives into some of the methods Full Circle Insights uses to find and take advantage of low hanging fruit, as well as the framework we use to build recurring operations that surface and harvest these opportunities. Come collaborate with peers on the latest SaaS farming methods.
- **Speakers: Ron Arbel & Matt Giordano**
- Ron Arbel is the Revenue Operations Manager at Full Circle Insights and Matt Giordano is the Sales Account Development Team Lead also at Full Circle Insights. The two work together to optimize sales operations.

#### **Breakout 4: Take Action on Your Attribution Data: 3 Tips for Finding Insights with Multi-Touch Models (3:10-3:40)**

- **Abstract:** You've arrived at a multi-touch model that works for your organization. Now what? What does attribution data really tell you about all your touchpoints and their revenue contribution? How do you probe beyond the basics to truly understand what channels in which to invest more (or less) ? Join us as we use Campaign Attribution data to finally test your burning marketing hypotheses and optimize your campaign mix.
- **Speaker:** Alison Rouse is a Senior Business Analyst at Full Circle Insights.

#### **Breakout 5: Leveraging Insights to Plan For the New Year (3:45-4:15)**

- **Abstract:** Don't know exactly where to start in making plans for the new year? Join the entire Full Circle Insight's marketing team and we will show some best practices across marketing operations, demand generation and product marketing. Learn how to put pen to paper and create a marketing plan for you!
- **Speakers:** The Full Circle Insights marketing team will collectively present.

## **Friday**

#### **Breakout 6: What Your Board of Directors Wants to See From You (Panel Discussion) (9:40-10:10)**

- **Abstract:** Come listen to a panel discussion among and between experienced board members on what they want to see during board meetings from the companies they serve. Get the inside scoop and ask your burning questions.
- **Speaker:** Jodi Sherman Jahic is a Managing Partner at Aligned Partners, and Judy Loehr, Venture Partner at Cloud Apps Capital Partners

#### **Breakout 7: The Full Circle Roadmap (10:15-10:45)**

- **Abstract:** This session offers a preview of the Full Circle Insights product roadmap over the next 12 months. It is intended to give customers and prospects an idea about our vision and where we will be focusing our efforts.
- **Speaker:** Luke Duncan is the Director of Product Management at Full Circle Insights. Luke is the director of product management at Full Circle Insights where he is responsible for innovation across all product and service offerings.