



Track 2: Marketing & Sales Executive Leadership

Thursday

Breakout 1: The Ultimate CMO Board Reporting Package (11:30-12:00)

- **Abstract:** Reporting out to your CEO and Board can be an extremely painful experience. The hours spent pulling data together from various dashboards, reports and spreadsheets are endless, and weaving together a bulletproof story that can stand up to (what seems at times) “the firing squad” is grueling at best. Through my own personal experience and the use of Full Circle Insights technology, I now have my go-to dashboards that make up, what I like to call, the “Ultimate CMO Board Reporting Package.”
- **Speaker:** Christine Vermes is responsible for all aspects of marketing at Full Circle Insights.

Breakout 2: Maturity Model for Sales and Marketing Organizations (Panel Discussion) (1:35-2:05)

- **Abstract:** “Do I have the team and the processes to achieve my business goals?” Answering this (sneakily dense) question requires an assessment of needs and gaps in the organization. What and whom do you need to put in place? When, and where? What are the obvious and less obvious indicators that guide your organization development strategy? In this session, a panel of experts will leverage frameworks, best practices, and deep experience to provide you with a maturity model for sales and marketing organizations.
- **Speakers:** John Donlon, Senior Research Director, SiriusDecisions; Jean Tali, VP Sales, Full Circle Insights; Steven Wastie, Chief Marketing & Revenue Officer, Origami Logic.

Track 2: Workshops & Applying Sales & Marketing Metrics Day-to-Day

Breakout 3: ABM In Action: Part 1 (2:10-2:40)

- **Abstract:** Although ABM is top of the buzzword list, the majority of companies rolling out ABM are in the planning and early execution phases. If this fits your profile, this workshop is for you. The presenter, Cari Baldwin, is currently working with companies in

various stages of Account Based Marketing programs and will share real world experience where projects are at risk or are getting “stuck.” We will take a look at three key areas: strategic account selection (with a focus ICP and TAM); ABM technology rollout (which tech to consider and when) and sales play execution. Special guest and Full Circle Insights customer Bryant Lau from Highspot will share a behind-the-scenes look at his inside sales orchestration strategy. Attend this session to learn how you can avoid mistakes and master your ABM execution.

- **Speaker:** Cari Baldwin is Chief Revenue Officer at Square 2 Marketing and is a seasoned demand generation expert, recognized thought leader and frequent industry speaker on marketing trends and technology. Cari’s strengths include Account Based Marketing, nurture and process strategy, demand generation planning, and analytics. She is focused on new client acquisition, client success, marketing, and partner strategy.

Breakout 4: ABM In Action: Part 2 (3:10-3:40)

- **Abstract:** This is a continuation of Part 1

Breakout 5: Applying Sales and Marketing Metrics Day-to-Day (Case Study) (3:45-4:15)

- **Abstract:** We’ve all heard it before. Marketing people think salespeople need to come down to earth and stick with a program. Sales people think marketing leads are garbage and...what is it that they do anyhow? But real problems lurk behind misaligned sales and marketing teams. Do you suffer from falsely inflated numbers or low conversion rates? Is your input-output flow off balance? A little rivalry is healthy, but if you have at least one of these issues, it sounds like your sales and marketing teams need to learn how to get along.
- **Speaker:** Marne Reed, Chief Evangelist and VP Strategic Alliances, PFL

Friday

Breakout 6: Neuromarketing and Neuroselling: Part 1 (9:40-10:10)

- **Abstract:** In this unique workshop you will learn the latest neuroscience discoveries to radically transform your sales and marketing performance. You will receive a unique, scientific, awarded map --NeuroMap™-- that targets the decision making part of your customers’ brains.
- **Speaker:** Patrick Renvoise is a Co-Founder & Chief Neuromarketing Officer at SalesBrain

Breakout 7: Neuromarketing and Neuroselling: Part 2 (10:15-10:45)

- **Abstract:** This is a continuation of Part 1