























Tuesday, December, 10

Time	Session Information	
8:30 – 9:30 a.m.	Opening Remarks	 Built for Growth: The Revenue Engine Tech Stack
9:30 – 10:15 a.m.	 The Brains Behind the Operation: Orchestrating the Non-Linear, Real-Time Buyer's Journey	
10:15 – 10:45 a.m.	Networking Break in the Marketplace	
10:45 – 11:30 a.m.	 TBD	
11:30 – 11:45 a.m.	Movement Break	
11:45 a.m. – 12:30 p.m.	 TBD	
12:30 – 1:30 p.m.	Networking Lunch in the Marketplace	
1:30 – 2:15 p.m.	 Track 1 Data and Analytics, CDPs: Data Management Panacea or Over-Hyped Pretender?	 Track 2 Orchestration and Delivery, Sales Engagement Platforms: Delivering Productivity Superpowers Through the Tech Stack
	 Track 3 Supercharging the Revenue Engine Tech Stack, The Ties That Bind: How Connecting to Back-Office Tech Improves the Customer Journey	
2:15 – 2:30 p.m.	Movement Break	
2:30 – 3:15 p.m.	 Track 1 Data and Analytics, Crystal Clear: Building an Ideal Customer Profile to Find and Target the Best Accounts	 Track 2 Orchestration and Delivery, Switched On: Three Must-Have Video Technologies
	 Track 3 Supercharging the Revenue Engine Tech Stack, The Soft Stuff Is the Hard Stuff: Driving a Revenue Tech Culture	
3:15 – 4:00 p.m.	Networking Break in the Marketplace	
4:00 – 4:45 p.m.	 Client Guest Keynote TBD	
4:45 – 5:45 p.m.	 Why Is Colonel Mustard Searching for Candlesticks? How to Analyze User Intent Clues for Hyper-Personalization	
5:45 – 6:45 p.m.	Networking Cocktail Reception in the Marketplace	
7:00 – 9:00 p.m.	TechX Games	

Wednesday, December, 11

Time	Session Information	
8:45 – 9:45 a.m.	Opening Remarks	 The More the Merrier: Operationalizing Buying Groups in the Revenue Tech Stack
9:45 – 10:30 a.m.	 Client Guest Keynote	
10:30 – 11:15 a.m.	Networking Break in the Marketplace	
11:15 a.m. – 12:00 p.m.	 Track 1 Data and Analytics, Influencing and Persuading Audiences: Six Examples of AI in Action	 Track 2 Orchestration and Delivery, Let's Talk: Bots and the B2B Buyer
	 Track 3 Supercharging the Revenue Engine Tech Stack, Maximize Your Torque With the Ultimate Revenue Enablement Tech Stack	
12:00 – 1:00 p.m.	Networking Lunch in the Marketplace	
1:00 – 1:45 p.m.	 Track 1 Powering Content Transformation With the Right Technology and Data	 Track 2 Orchestration and Delivery, The Golden Spike: Connecting Price Optimization and CPQ Tools
	 Track 3 Supercharging the Revenue Engine Tech Stack, Warm Up Your Tech Touch: Creating a Personalized Post-Sale Experience for All Customers	
1:45 – 2:15 p.m.	Networking Break in the Marketplace	
2:15 – 3:00 p.m.	 Client Guest Keynote	
3:00 – 4:00 p.m.	 Selling Up: Making the Case for Your Ideal Tech Stack	Closing Remarks

This content is copyrighted © 2019 by SiriusDecisions Inc. and cannot be reproduced or shared without prior expressed written permission from SiriusDecisions Inc.

SiriusDecisions helps business-to-business companies worldwide improve sales, marketing and product effectiveness. Management teams make more informed business decisions through access to our industry analysts, best practice research, benchmark data, peer networks, events and continuous learning courses. SiriusDecisions is based in Wilton, CT, with offices in San Francisco; Austin; Cambridge, MA; London; Singapore and Montreal.