

AGENDA

7:30 - 8:30

Breakfast in the Expo

Large Group Learning:

8:30 - 8:55

Event Kickoff & Morning Large Group Activity

8:55 - 9:25

How to Build Your Sales Plan of Action Based on Marketing Automation

9:25 - 9:55

The Psychology of Employer Branding

9:55 - 10:20

IDEA EXCHANGE: Creating (or Growing) an Inclusive Sales Team that Cultivates Revenue

10:20 - 10:50

How Artificial Intelligence is Solving the Biggest Challenge in Sales

10:50 - 11:15

Break in the Expo

11:15 - 12:00

Breakout Sessions

12:00 - 1:15

Networking Lunch in the Expo

1:15 - 3:00

Breakout Sessions

3:00 - 3:30

Break in the Expo

Large Group Learning:

3:30 - 3:40

Welcome Back to General Sessions & Reminders

3:40 - 4:10

Building the Sales & Marketing Technology Platform

4:10 - 4:40

IDEA EXCHANGE: Preparing Your Team For The Next Generation of Sellers

4:40 - 5:10

'SOS' – Sales Operating Systems and the Actions to Take for Success

5:10 - 5:30

Closing Activity

5:30 - 7:00

Happy Hour in the Expo

BREAKOUT SESSIONS

11:15 - 12:00

ROOM: 679 Predictable Revenue with the GDPR

ROOM: 681 IDEA EXCHANGE: Re-Humanizing the Sales Process

ROOM: 683 The Next Era of Innovation in Sales

ROOM: 688 Women in Sales Workshop: Finding Your Voice

1:15 - 2:00

ROOM: 679 Leadership is Clarity: Practical Ways to Bring Camaraderie and Progress to a Fast-Moving Workplace

ROOM: 681 IDEA EXCHANGE: Role Specialisation – Solution Consultants, the 'Secret Sauce' of Digital Sales Teams

ROOM: 683 How to Gamify Your Inside Sales Center? 7 Lessons from an Action Research Inquiry

ROOM: 688 7 Steps for Coaching Discovery Call Success

2:15 - 3:00

ROOM: 679 Buyer Enablement: Empowering Your Champion to Sell For You

ROOM: 681 IDEA EXCHANGE: Emerging Trends in Inside Sales Models

ROOM: 683 Slow Down, You're Moving Too Fast!



DIGITAL | **SALES**
WORLD