



The B2B Marketing
Leaders Forum 2020

10 September 2020 • Virtual

Welcome

We're here to help you get the most out of your day.
If you need anything, don't hesitate to ask.



Joel Harrison,
editor-in-chief



Sarah Casswell,
head of enterprise sales

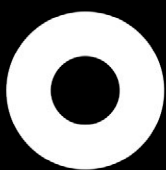


Alex Burton,
senior enterprise account
manager



James McGarrell,
enterprise account
manager

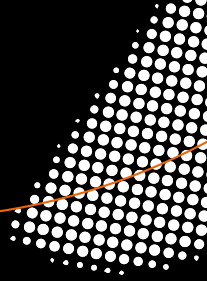
Thank you to our
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Omobono
The Business Agency

Agenda

9:30-9:40	Welcome and Introduction <i>Joel Harrison, editor-in-chief, B2B Marketing</i>
9:40-10:05	Exclusive report results: Benchmarking the core pillars of B2B marketing <i>Peter O'Neill, lead analyst, B2B Marketing</i>
10:05-10:30	Panel: What B2B marketers can do to improve for a more successful future Chair: <i>Joel Harrison, B2B Marketing</i> Panellists: <i>Maria Cameron, Luminos marketing; Peter O'Neill, B2B Marketing; Fran Brosan, Omobono</i>
10:30-11:00	Roundtable: Building a better B2B marketing team <i>Pre-selected groups: Strategy and innovation, growth, execution and campaigns, and CX</i>
11:00-11:20	Break
11:20-12:00	Together we are stronger <i>Andy Bacon, strategic marketing consultant, ABM specialist, B2B Marketing</i>
12:00-12:30	The pandemic is accelerating the company-customer power shift... How can marketing leaders respond to drive growth? <i>Chris Adlard, customer transformation leader and co-author;</i> <i>Daniel Bausor, director and co-author, The Customer Catalyst</i>
12:30-13:00	Roundtable discussion
13:00-14:00	Lunch
14:00-14:30	Panel: Why B2B Marketers should address the lack of diversity now Chair: <i>Perrine Farque, Inspired Human</i> Panellists: <i>Ridgy Lemarier, AppyDynamics; Tricia Stinton, Cognizant; Jen Hennings, Omobono</i>
14:30-15:00	Roundtable discussion
15:00-15:20	Break
15:20-16:00	You are not a marketer - claiming your seat at the board <i>Joe Ippolito, head of transformation analytics, data and performance marketing, IBM</i>
16:00-16:30	Panel: From demand to brand in the age of Covid19 – a paradigm shift, or a short term blip? Chair: <i>Joel Harrison, B2B Marketing</i> Panellists: <i>Aditi Chauhan, National Instruments; Kate Sinclair, LCP; Simon McEvoy, Omobono;</i> <i>Samantha Burns, KPMG</i>
16:30-16:45	Closing remarks and thank you <i>Joel Harrison, editor-in-chief, B2B Marketing</i>



Speakers and panellists



Chris Adlard, customer transformation leader and co-author, The Customer Catalyst



Andy Bacon, strategic marketing consultant, ABM specialist, B2B Marketing



Daniel Bausor, director and co-author, The Customer Catalyst



Fran Brosan, chairman and co-founder, Omobono



Samantha Burns, director of marketing, KPMG



Maria Cameron, marketing consultant and growth leader, Luminos marketing



Aditi Chauhan, marketing director, National Instruments



Perrine Farque, founder and director, Inspired Human



Joel Harrison, editor-in-chief, B2B Marketing



Jen Hennings, lead experience specialist, Omobono



Joe Ippolito, head of transformation analytics, data and performance marketing, IBM



Ridgy Lemarier, senior field marketing manager, AppyDynamics



Simon McEvoy, head of strategy, Omobono



Peter O'Neill, lead analyst, B2B Marketing



Kate Sinclair, partner, business development and marketing, Lane Clark and Peacock



Tricia Stinton, senior director, head of field marketing UK&I, Cognizant

ABM: Diving deeper

Virtual
4–5 November 2020
#B2BConf

The B2B Marketing ABM Conference

The #1 event for marketers starting or scaling ABM

Taking place over two full days, if you really want to master your account-based marketing this is the only place to be.

- › Hear from your marketing peers and expert speakers who've already been there and done it.
- › Learn from their successes and failures and discover how they overcame the hurdles every marketer faces in ABM.
- › As we dive deep into ABM, you'll see inspiring, real-world case studies and campaigns showing successful ABM in action!

Find out more and book at b2bmarketing.abm-conference.net

Sponsors:



Upcoming Leaders Roundtables

These roundtables are exclusive for Leaders members to come together in a sales-free environment to share insights and ideas on a peer-to-peer level.

- **Digital and hybrid events – exploring best practice**
Thursday 22 September 2020
- **Robust, resilient and responsive – build a marketing team culture for our times**
Thursday 8 October 2020
- **ABM: exploring data and analytics**
Thursday 22 October 2020
- **How to unleash your creativity for strategic ABM**
With sponsor, MOI
Wednesday 25 November 2020

*For more information, visit b2bmarketing.net/leaders
All roundtables currently take place virtually, and run from 10am until midday.*



B2B Marketing

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