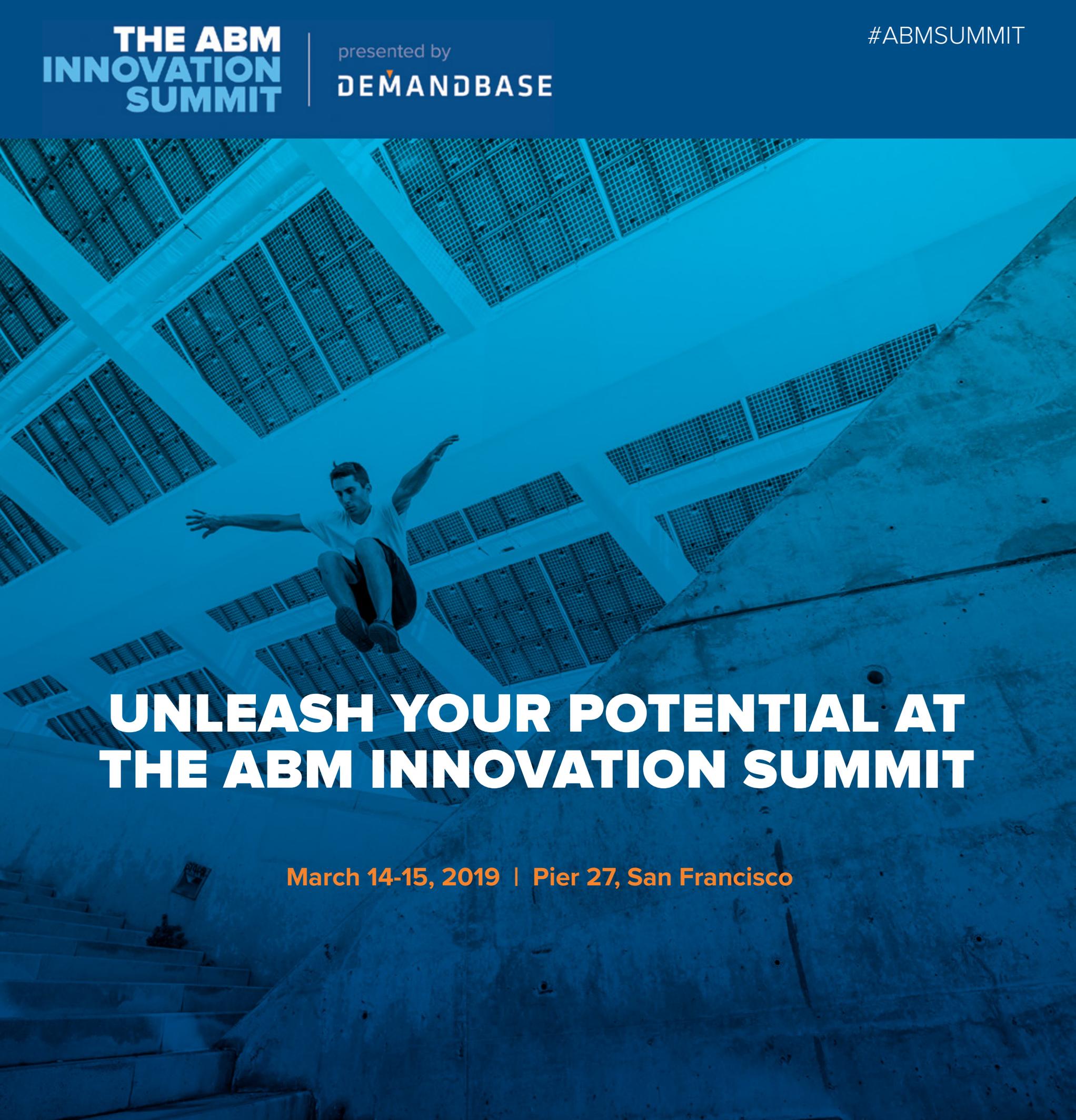


**THE ABM
INNOVATION
SUMMIT**

presented by
DEMANDBASE

#ABMSUMMIT



**UNLEASH YOUR POTENTIAL AT
THE ABM INNOVATION SUMMIT**

March 14-15, 2019 | Pier 27, San Francisco

8:00 AM
8:45 AM

BREAKFAST

Hot, hearty and healthy. Did someone say bacon?

9:00 AM
10:45 AM

GENERAL SESSION

Get smart(er). Get inspired. You'll get this and more as you hear from luminary speakers that will stir your sense of innovation.

Peter Isaacson
CMO, Demandbase

Chris Golec
Founder & CEO, Demandbase

Mike Kostow
SVP & GM, Salesforce Pardot

Mark Bowden
Body Language Expert and President, Truthplane



Chris Golec



Peter Isaacson



Mike Kostow



Mark Bowden

TRACK SESSIONS ▼

This year's session line-up includes innovative success stories from companies on the cutting edge as well as insights from industry thought leaders and ABM practitioners.

10:45 AM
11:30 AM

▶ SESSION 1

ABM INNOVATION

Dave Gerhardt

VP of Marketing
Drift

7 Strategies That'll Give Your Business an Unfair Advantage In 2019

The world's fastest growing companies are using chatbots to generate leads 24/7/365 -- but much of Conversational Marketing is still a myth to the majority of marketers. This session will shatter the myth and provide practical insights that can turn your website into a world-class showroom that provides every visitor with an experience that leaves them feeling like a VIP.

REAL-LIFE ABM

Jeff Rummer

Director, Marketing Operations
Medtronic

How to Lose ABM in 10 Days: The Ten Universal Don'ts

Love at First Sight, Being Saved, Conflict, Sacrifice, and Ego. These are themes in any good love story. If you paused to look at your ABM efforts, you might see some similarities. This session will reveal the most common mistakes marketers (Jeff included!) make with ABM and provide solutions to help you avoid them.

DEMANDBASE IN
ACTION

Dom Lindars

VP, Product
Demandbase

Introducing the Latest in ABM and AI-Based Innovation at Demandbase

The morning keynote will provide a taste of Demandbase's latest innovations and this session is the place to get a glimpse behind the curtain. We'll dive deep into the details of our recent product announcement, and walk you through how it can benefit your organization today, and share our vision for its broader impact on ABM and B2B marketing.

ABM IMPACT

Elle Woulfe

VP of Marketing
PathFactory

How to Do ABM at Scale (Without Killing Your Team)

Although the goal of ABM is to deliver highly-relevant messages to key accounts, most marketers struggle to personalize content in a way that is meaningful for buyers. In this session, learn how to attack ABM in a new way, by surfacing the most relevant content that buyers need (right when they need it) and getting more from the content investments you've already made.

TRACK SESSIONS ▼11:45 AM
12:30 PM▶ **SESSION 2**

ABM INNOVATION

Jessica FewlessVP, ABM Strategy
Demandbase***Writing the Book on ABM***

From creating the ABM category, to educating over 3,000 marketers on the principles of ABM, Demandbase has seen and heard it all over the last six years. This session will uncover lessons learned from the 100s of companies we've worked with on the road to ABM success and provide a preview of how ABM will evolve as the market matures.

REAL-LIFE ABM

Perri GarnerDirector, Account-Based Marketing
DocuSign***Five Steps to Launching a Full-Funnel ABM Strategy***

So you want to initiate an ABM strategy, but you're not sure where to start? In this session, learn the steps DocuSign followed to successfully launch their ABM strategy to build awareness, drive demand, and enable their sales team to convert engaged accounts. Hear the tactical plan they put into action, the metrics used, and the lessons learned along the way.

DEMANDBASE IN
ACTION**Matt Aaronson**Director, Product Marketing
Demandbase***Behavior Makes Its Way Back to B2B Advertising***

While behavioral advertising and ABM are often thought to be at odds, some B2B marketers are adapting the best of both worlds to better reach and influence their key buyers. This session highlights strategies and tools for building high-performing campaigns and measuring their impact on your business.

ABM IMPACT

Dayle HallCMO
People.ai

This speaker is hard at work on developing his session! Check back soon for updates.

TRACK SESSIONS ▼1:45 PM
2:30 PM▶ **SESSION 3**

ABM INNOVATION

Kathy MacchiVP, Consulting Services
Inverta***How to Prove ABM Success in 6 Months or Less***

How can you commit to the ABM long game when your department is desperate for a couple of quick wins? This session will share the secrets to balancing long-term gains with short-term success and demonstrate how you can win big by reporting key ABM program metrics that show business impact in less than six months.

REAL-LIFE ABM

Matt HowardSVP and CMO
Sonatype***How Machine-Made MQLs Will Take Over the World***

The shift from “MQLs generated by hand” to “MQLs generated by machine” is happening before our eyes. Today’s B2B marketers are embracing AI, machine learning, and supply chain automation as the foundations for continuous improvement. This session will explain why modern marketers must adopt ABM practices, automate as much as possible, and challenge themselves to manufacture MQLs by machine.

DEMANDBASE IN
ACTION**Jessica Fewless**VP, ABM Strategy
Demandbase***Making Your Marketing Team an Intent-Driven Machine***

AI, Machine Learning and Intent are all the rage, but how do you make it real and operationalize it within your marketing organization? We’ll walk through a number of use cases that show how you can use intent data to inform your programs and drive specific actions to help build stronger pipelines and close more deals.

ABM IMPACT

Marne ReedChief Evangelist
PFL

This speaker is hard at work on developing her session! Check back soon for updates.

TRACK SESSIONS ▼

2:45 PM
3:30 PM

▶ SESSION 4

ABM INNOVATION

Mathew Sweezey

Principal of Marketing Insights
Salesforce

The Future of Demand: What to Expect in the Next 1, 5, and 10 Years

Get ready to dive into data that will show you the future of marketing, both near and long term. Learn how to benchmark yourself to see where you currently stand on the marketing maturity model and how your job will change as AI becomes a new team member. Come with an open mind -- your future success depends on it.

REAL-LIFE ABM

Jessica Martin

Director, Marketing Technology
JLL

Katie Fisher

Sr. Director, Americas Geography
Marketing
JLL

Avoiding the Top ABM Misconceptions That Can Trip You Up

With so many misconceptions swirling around about what it takes to roll out a successful ABM program, how do you separate fact from fiction? In this session, JLL, a global commercial real estate company, will share how they overcame roadblocks and internal detractors to launch a successful ABM program that earned the respect it deserved.

DEMANDBASE IN
ACTION

Nani Shaffer

Director, Product Marketing
Demandbase

Transform Your ABM Metrics from Wobbly into World-Class

Your ABM metrics define your performance to date and drive your strategy going forward. So why the heck are they so tricky to nail down? In this session, we'll provide a roadmap to your metrics nirvana by diving into real-world reports and analytics and showing you how to operationalize the next generation of ABM KPIs.

ABM IMPACT

Randy Frisch

Co-Founder, CMO and President
Uberflip

Personalizing ABM Content Experiences at Scale

By delivering a framework and real-life examples, this session will demonstrate how B2B marketers are increasingly taking ownership of the end-to-end content experience, expanding beyond initial acquisition to sales enablement and ABM. This session will arm you with the foundations to deliver greater personalization and memorable content experiences for ABM campaigns — at scale!

3:30 PM
5:15 PM

KEYNOTES

Only the best will do for our discerning audience of B2B marketers. Get ready to hear from some of the most noteworthy names in the business!

Malcolm Frank

Executive Vice President,
Strategy & Marketing
Cognizant



Malcom Frank



Justin Willman

Justin Willman

Magician/Comedian

5:15 PM
7:15 PM

RECEPTION

End the day in gourmet style with appetizers so big, they should be called dinner. And let's not forget the artisan cocktails.

9:00 AM
4:30 PM

ABM EXPERT CERTIFICATION ▼

More than 2,700 B2B marketers have become certified Account-Based Marketing Strategists through Demandbase's robust certification program. Expert Certification is only offered in-person and is the last in the series of three levels of training. No pre-requisites are required to register.

Who should attend:

B2B marketing and sales professionals looking to go 'all-in' with Account-Based Marketing, making it a comprehensive demand gen strategy. The morning will include instruction on a few key topics, and the afternoon will be spent putting all the principles of ABM to good use, working in small groups on an ABM-focused case study.

Agenda for March 15

8:30 AM – 9:00 AM	Registration and Breakfast
9:00 AM – 9:15 AM	Welcome and Introductions
9:15 AM – 10:30 AM	Moving to a Blended ABM Strategy
10:30 AM – 10:45 AM	Break
10:45 AM – 11:30 AM	Beyond Demand Gen: Pipeline Acceleration & Customer Marketing
11:30 AM – 12:00 PM	7 Signs your ABM Strategy Might be in Trouble
12:00 PM – 1:00 PM	Lunch
1:00 PM – 3:00 PM	MegaCorp Case Study
3:00 PM – 3:15 PM	Break
3:15 PM – 4:20 PM	MegaCorp Case Study
4:20 PM – 4:30 PM	Wrap up and Next Steps

Register for a Conference + ABM Certification Pass to enroll in the Expert course and you will receive an offer code to enroll in Foundations and/or Advanced courses for only \$99 each (\$395 value per course).

**Expert Certification created in collaboration with Inverta, ITSMA and Blackline.*

▶ FOUNDATIONS (Online Only)

Register for a Conference + ABM Certification Pass to enroll in the Expert course and you will receive an offer code to enroll in Foundations and/or Advanced courses for only \$99 each (\$395 value per course).

Who should attend:

B2B marketing and sales professionals who are new to ABM and seek to understand the foundational components of a successful strategy. This curriculum also provides valuable knowledge for marketers who want to get their marketing and sales teammates on the same page around ABM fundamentals.

Topics:

- Learning the terms, definitions, and core ABM concepts
- Understanding the foundations of an ABM strategy
- Defining key stakeholders in ABM leadership
- Self-assessing your maturity level with ABM
- Seeing 'the funnel' through an ABM lens
- Getting marketing and sales alignment right
- Bringing ABM to life—a real world case study

▶ ADVANCED (Online Only)

Register for a Conference + ABM Certification Pass to enroll in the Expert course and you will receive an offer code to enroll in Foundations and/or Advanced courses for only \$99 each (\$395 value per course).

Who should attend:

B2B marketing and sales professionals who have begun implementing ABM at their organizations, and want to scale their efforts more broadly across the marketing team or to a new division; the course is also valuable for those who want to learn best practices for getting more efficiency out of their current strategy.

Topics:

- Budgeting for ABM and the new marketing mix
- Aligning the Marketing team around ABM
- Defining, optimizing, and maintaining your target account List
- Selling ABM across the organization
- Leveraging technology for scale and efficiency
- Establishing metrics and KPIs to track success
- Scaling your ABM strategy

SPEAKERS

This year's speaker lineup will deliver the perfect balance of visionary thinking and actionable how-to's from ABM doers at leading brands.

KEYNOTE SPEAKERS



Mark Bowden

Body Language Expert and
President, Truthplane



Malcolm Frank

Executive Vice President,
Strategy & Marketing, Cognizant



Mike Kostow

SVP & GM,
Salesforce Pardot



Justin Willman

Special Guest



Chris Golec

Founder & CEO, Demandbase



Peter Isaacson

CMO, Demandbase

SESSION SPEAKERS



Mathew Sweezy

Principal of
Marketing Insights,
Salesforce



Perri Garner

Director, Account-
Based Marketing,
DocuSign



Kathy Macchi

VP, Consulting
Services,
Inverta



Jeff Rummer

Director, Marketing
Operations,
Medtronic



Dave Gerhardt

VP of Marketing,
Drift



Jessica Martin

Director, Marketing
Technology,
JLL



Elle Woulfe

VP of Marketing,
PathFactory



Matt Howard

SVP and CMO,
Sonatype



Randy Frisch

Co-Founder, CMO
and President,
Uberflip



Dayle Hall

CMO,
People.ai



Marne Reed

Chief Evangelist,
PFL



Katie Fisher

Senior Director, Americas
Geography Marketing,
JLL



Jessica Fewless

VP, ABM Strategy,
Demandbase



Dom Lindars

VP, Product,
Demandbase



Nani Shaffer

Director, Product
Marketing,
Demandbase



Matt Aaronson

Director, Product
Marketing,
Demandbase

SPONSORS

PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS

