

ANA Business Marketing @ AT Kearney

When:

Start: Wednesday, December 6, 2017 at 8:15am

End: Wednesday, December 6, 2017 at 4:00pm

Where:

AT Kearney

227 W Monroe St

Chicago, IL 60606

Agenda

TIME	EVENT DETAILS
9:00am	<p data-bbox="391 940 792 972">B2B Marketers MAP to Success</p> <p data-bbox="391 1024 1382 1140">Marketing accountability to deliver revenue and growth: how to define what success looks like and what metric scorecard can help to drive accountability between sales & marketing</p> <p data-bbox="391 1157 1409 1318">Why Architecture of Hope? Culture eats [Marketing] strategy for lunch: how to build a brand and positioning that embraces the company's mission and culture. If your key value proposition doesn't reflect what's in your corporate DNA, you're in trouble.</p> <p data-bbox="391 1335 1373 1451">Digital Transformation: what new media strategy and key digital & social capabilities to build foundations for speed, predict performance and adaptive execution.</p> <p data-bbox="391 1497 586 1560">Simon Mouyal CMO Medidata</p> <p data-bbox="391 1650 1333 1724">Cultivating the Crazies: How to Unlock the Untapped Potential in Your B2B Market</p> <p data-bbox="391 1770 1360 1843">We survey our customers and interview our prospects. We build our marketing stacks, analyze close rates, and optimize our funnels. We use data to drive</p>

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efficiency and increase effectiveness. Unfortunately, all of this is table stakes, and none of it helps you drive the growth you need.

Brands need inspiration, not incrementalism. The most effective brands challenge buying assumptions and paint a vision for a better market. This is the kind of change that helps you attract the Crazyies—the small, influential group of people who share your vision or share stakes in your success but are sitting on the sideline today. We'll share highlights from Aberdeen's new B2B buying survey that connects a vendor's vision for change to buyer consideration. We'll show how brands from Waze to Red Hat have created a change agenda to leverage a human resource most companies ignore. And we'll discuss five simple strategies that put the crazyies to work for you.

Mike O'Toole

President PJA Advertising and Marketing

Matt Grant

Director of Content Strategy The Aberdeen Group

Today's Power Couple: Marketing & Sales

There's been a lot of discussion about the new power couple being Marketing & IT, rightly so, but we cannot forget about the most important coupling in our business today; Sales & Marketing. In today's world of fragmented attention, empowered buyers and data, it's more important than ever for the two most critical revenue generating teams to be well aligned. We cannot afford silos that cause negative leverage. Well-aligned Sales & Marketing teams help each other deliver better results while sharing credit appropriately within their internal business reviews. This partnership minimizes wasted operating expenses and redundant headcount.

We'll have an open conversation about the role Marketing must play in creating alignment and a true partnership with their Sales Leadership.

Key Takeaways

What causes misalignment?

How best practice organizations are aligning Sales & Marketing

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The role technology plays in bringing Sales & Marketing together.
 Practical advice on how to gain & keep alignment with Sales.

Mike Wier

Vertical Director, Technology LinkedIn

Google – The Shift to Machine Learning

Machine Learning represents the third paradigm shift in technology that is transforming advertising. The first was Digitalization, then Mobile, and now we are living in the era of Machine Learning. We often think of Machine Learning first as a service, with good reason. By 2020, the market for Machine Learning technology will reach \$20B. But Machine Learning is also an intelligence engine, allowing you to make smarter decisions for your organization and in your marketing strategy.

Machine learning is already pervasive in our everyday lives, but what does it mean for marketers? Will automation kill the need for creative marketing campaigns? How do you leverage Machine Learning to create more engaging ads and connect with your customers across your entire marketing funnel?

This session will explore how we should rethink marketing in an AI-first world and how smart B2B marketers are preparing for the future to come."

Lauren Nelson

Global Client Lead Google

THE “B2B MEDIA EXCHANGE”: Improve Ad Spend ROI Through Programmatic Buying

Marketing investments are increasingly under pressure to demonstrate an ROI. Technology innovation has improved buying execution and analysis. These advancements have also compromised the quality of available media in the supply-side ecosystem. While programmatic advertising streamlines operational functions, getting started can be intimidating for many buyers.

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	<p>BPA has simplified the planning and activation process to help B2B marketers be assured that their ad spend is directed soundly in online and offline media. They will share how a B2B industry collective was initiated to accomplish just that!</p> <p>You will walk away from this presentation understanding how the BPA has created a media exchange where marketers have access to a trusted direct pipeline into the supply-side platform that will allow you to increase your marketing ROI, and demonstrate the value of marketing to your management.</p> <p>Glenn Hansen President and Chief Executive Officer BPA Worldwide</p> <p>Scott E. Roulet VP, B2B Media Exchange BPA Worldwide</p>