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B2B marketing leaders forum

A S I A 2 0 2 2

17-18 August
2022

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Singapore

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B2B MARKETING LEADERS YOU'LL LEARN FROM IN 2022 | ALL IN SINGAPORE IN-PERSON!



Deon Newman
Global CMO, VP Marketing
Cloud & Systems

From legacy to challenger brand in a highly competitive Cloud marketplace



Joyce Moy
Head of Marketing APJC

Leading over 150 marketers through three major marketing transformations



Stacy Seah
CMO APAC

Leading multi-dimensional, cross-functional teams of marketers



Andrea Clatworthy
Global Head of Account
Based Marketing

10 years of championing and delivering Strategic ABM globally at Fujitsu



Jaspal Johl
Head of Marketing ASEAN

Maintaining a "Day One" marketing culture as the world's largest start-up



James Kissell
Global Director Vertical
Industries Marketing &
Member ABM Global Board

Leading growth, innovation and teams globally while balancing locally relevant messages



Aw Beng Teck
Head of Marketing ASEAN

Content campaigns during long, complex sales cycles across Asia



Belinda Pervan
VP Marketing APJ

Managing HQ & Asia. From Global to region to countries



Chris Quinn
VP Marketing East Asia &
Japan

ESG marketing, building B2B martech capability, managing marketing in a complex region



Sonal Shah
Head of B2B Marketing -
Global Growth Markets

Driving high growth marketing strategies in Asia and globally



Nicholas Kontopoulos
VP Marketing JAPAC

Becoming the "Signal in the noise" - Content that cuts through



KP Unnikrishnan
VP Marketing JAPAC

Brand to Demand & ESG Marketing



Luca Destefanis
Head Of Marketing APAC

A 19B\$ spinoff from IBM - Building a new brand and marketing function



Melanie Gomez
Sr. Program Manager,
Executive Programs (USA)

Customer Marketing, Advisory Boards and Awards



Eva Ford-Murphy
Head of Communications
APAC

Discussing content and B2B marketing in Manufacturing



Stephanie Dechamps
Head of APJ Marketing

ICP, Persona & Customer Journey Mapping across APAC



Ming Yow
Chief Customer Officer

Brand transformation for growth in China and internationally



Genevieve Yeep
Head Of Digital & Media APJ

Building high performing digital strategy and teams - in-house vs agency model



Mohit Gupta
Head of Marketing APAC &
Global Head of Social Media
- Corporate Bank

B2B Marketing in Banking & Financial Services



Kate Tan
Head of Marketing ASEAN

Demand campaigns driving 300% marketing contributed revenue growth



Sophia Ong
APAC Director of Marketing-
Environmental Resources
Management

The urgency for CMOs to drive ESG stewardship for business impact



Ross Ballantyne
Head of Marketing -
Corporate Solutions, APAC

B2B marketing in Professional Services



Amol Oberoi
Head Of Digital, Branding &
Comm SEAPAC

Digital transformation & growth in Manufacturing



Rachael Milford
Partner & Director Marketing
APAC

Becoming a strategic business advisory function in Professional Services



Nikki Taylor
Marketing Growth Strategy
Director APAC

Growth as your North Star & Building Creative and Data-Driven teams



Viktoriya Chamata
Customer Advocacy
Marketing Director APJ

A strategic approach to building customer advocacy and storytelling programs



Dhruv Mehrotra
Head of Digital & Integrated
Marketing Asia - Safety &
Industrial Business Group

Digital transformation programs in Manufacturing



Chris Saxby
Brand, Marketing, Comms
Business Partner - Clients &
Markets

B2B Marketing in Professional Services - Engineering & Advisory



Andrew Everingham
Founder & CEO

Forum Chair and MC - Creating executive engagement



Lily Carlyon
Head of Strategy &
Performance

Global scale, local touch: using content marketing to drive demand and accelerate sales cycles



Syazlina Haniff
Head of Marketing, Comms
& Digital, Singapore & Brunei

Reflecting on the past two years and how it's shaped our future



Michelle Go
Director, Account Based
Marketing APAC

State of ABM in APAC - Strategic & Scale



Mona Lolos
B2B Solutions Executive
Partner APAC

How the pandemic accelerated digital transformation initiatives



Mavis Liew
Principal Analyst

Optimising global campaigns in the region



Kristy Albers
General Manager

Helping B2B marketers secure larger budgets and a firm seat at the leadership table



Emma Roborgh
Founder & CEO

Turning marketing departments into revenue generating machines

FORUM AT A GLANCE

WEDNESDAY 17 AUGUST 2022		
KEYNOTE		
KEYNOTE		
KEYNOTE		
Morning Coffee Break		
BREAKOUT TRACKS		
BRAND TO DEMAND	DATA, INSIGHTS, MARTECH	CUSTOMER MARKETING
Case Study	Case Study	Case Study
Case Study	Case Study	Case Study
Networking Lunch		
DEEP DIVE GROUP SESSIONS		
LEADERSHIP	ICP, PERSONA & JOURNEY MAPPING	DIGITAL
STRATEGY	CUSTOMER EXPERIENCE	PARTNER/CHANNEL MARKETING
Afternoon Coffee Break		
KEYNOTE		
KEYNOTE		
KEYNOTE		



THURSDAY 18 AUGUST 2022			
KEYNOTE			
KEYNOTE			
KEYNOTE			
Morning Coffee Break			
BREAKOUT TRACKS			
GROWTH & DEMAND GEN	CONTENT MARKETING	ACCOUNT BASED MARKETING	
Case Study	Case Study	Case Study	
Case Study	Case Study	Case Study	
Networking Lunch			
INDUSTRY FOCUSED GROUP SESSIONS: B2B MARKETING IN:			
IT, TECH, SOFTWARE, CLOUD	BANKING, FINANCIAL SERVICES	PROFESSIONAL SERVICES	MANUFACTURING
Afternoon Coffee Break			
KEYNOTE			
KEYNOTE			
KEYNOTE			



FRIDAY 19 APRIL 2022
ABM WORKSHOP
STRATEGIC ACCOUNT BASED MARKETING (ABM) WORKSHOP
In 2014, Andrea Clatworthy, Global Head of ABM at Fujitsu turned off Demand Generation to give the team bandwidth to focus on Strategic ABM into 58 accounts (a few too many they quickly learnt).
Andrea is recognised as one of the “magnificent seven”, globally recognised ABM leaders by ITSMA and will, with the help of James deliver this exclusive full-day workshop on "Strategic ABM".
During this very practical workshop you'll be building a full ABM plan so bring your laptop!
STRICTLY LIMITED SPACES!



FUJITSU

Andrea Clatworthy
Global Head of ABM



FUJITSU

James Kissell
Global head of Vertical Industries Marketing and Member of the Global ABM Board



CONFERENCE DAY ONE | Wednesday 17 August 2022

08.30 REGISTRATION & BARISTA COFFEE

09.15 WELCOME & OPENING REMARKS



Emma Roborh
Founder & CEO



CAPITAL e
CREATING ENGAGEMENT
Andrew Everingham
Event MC, Founder & CEO

OPENING PANEL

09.30 A REFLECTION

During this opening session we'll review the past two years and how it's shaped our future:

- How the pandemic accelerated digital transformation initiatives
- How we all learnt to be Agile
- How we scrapped and re-wrote our marketing strategies overnight...and then again...and again...and again
- How our budgets and teams were affected
- How we demonstrated marketing's commercial value to the business during the Pandemic
- How we managed the sales and marketing alignment virtually
- The big event pivot and what the future of events look like



INTERNATIONAL SOS
Syazlina Haniff
Head of Marketing, Comms & Digital, Singapore & Brunei



FORRESTER
Mona Lolas
B2B Solution Partner APJ

LEADERSHIP

10.00 WITHOUT COMPROMISE – WHAT IT TAKES TO LEAD A NEW CATEGORY

Progress is adapting to change and embracing the unexpected. You need to be flexible to grow—while never compromising on your foundational purpose. At 110 years old, IBM has been reimagined many times, with many offerings. How does a brand like IBM remain true to a deep core values and purpose, yet stay flexible to take on challenges like marketing in the highly competitive hybrid cloud space? Join Deon Newman, Global CMO & VP for IBM Cloud and Systems to hear:

- How to compete against an ever-changing landscape
- A deep industry segmentation strategy for attacking the market
- Building IBM's challenger brand perception in Cloud
- The importance of working closely with partners



IBM
Deon Newman
Global CMO - Cloud & Systems

LEADERSHIP

10.25 MAINTAINING A "DAY ONE" MARKETING CULTURE AS THE WORLD'S LARGEST START-UP



aws
Jaspal Johl
Head of Marketing ASEAN

10.50 MORNING COFFEE & NETWORKING BREAK



CHOOSE ONE OF THREE TRACKS:

11:10

Track hosted by:



BRAND TO DEMAND

Track moderated by: Steven Power, Strategy Director APJC, Just Global

TOPIC WRITTEN BY JUSTGLOBAL: ENTERPRISE B2B DOESN'T HAVE TO EQUAL BORING 2 BORING

It's time for you customers to smile, heartwarming and knowingly, when they connect with your B2B marketing. Join us in this session to reflect on how injecting brand-humanity and tapping into emotional truths can surpass overburdening fact-filled tedium.

Let's also consider whether long-winded, unrealistically achievable ABM strategies, that no one has time to read, are suffocating creativity, true customer alignment and ultimately revenue.

In this session we will discuss:

- The role of a great strategy to enable a brand to flourish
- The critical nature of a poignant, insightful, and concise brief
- The power of tailoring and a consistent voice
- The pros and cons of localization and transcreation
- How human connections will drive your business further.



Sonal Shah
Head of B2B Marketing - Global Growth Markets

Track hosted by:



DATA, INSIGHTS & MARTECH

Track moderated by: Genevieve Tan, General Manager APAC, Verticurl

DATA, INSIGHTS & DATA-DRIVEN DECISIONS

In order to make any kind of data-driven decisions, derive insights and slice and dice your data it has to first be clean, stored in one place, with a 360 view of the customer, a scenario most marketers and businesses very rarely see.

- So, what do you or don't you know about your data?
- How do you act on insights that truly benefit your customers and help guide them down the decision making journey?
- What if you don't have a data science team, how can you as a marketer develop the data-insights and curiosity mindset?



Chris Quinn
VP Marketing East Asia & Japan

Track hosted by:



CUSTOMER MARKETING

Track moderated by: Rajhev Rajkumar, Director Strategic Assets, CAPITAL-e

BUILDING A CUSTOMER MARKETING FUNCTION

In the US, the focus on customer marketing has seen a huge uptake in the last couple of years as a critical function needed for business to retain, engage and grow customers in a more strategic way.

During this session we'll share the creation, execution and measurement of post-sale campaigns and programs designed to improve the quality and quantity of customer engagement, drive loyalty, generate growth opportunities and activate customer advocates.

You'll learn how to build a customer marketing function, customer advocacy program, customer roundtables programs and customer awards programs.

We'll also discuss metrics such as customer lifetime value (CLV), engagement, advocacy and voice of customer (VOC).



Viktoriya Chamata
Customer Advocacy Marketing Director APJ

11:50

CHOOSE YOUR TRACK

Track moderated by: Dan Flood, Director of Media & Digital Activation, Just Global

TOPIC WRITTEN BY JUSTGLOBAL: DEMAND BE DAMNED IF YOU FORSAKE YOUR BRAND

Driving a deep brand connection improves demand performance dramatically. Over 83% of B2B purchases do not directly involve Sales, so it's time to find your brand's voice not only in the top of the funnel, but consistently all the way through – it's time to embrace multi-sensory holistic brand storytelling, through omni-channel media and interactive experiences throughout your activation campaigns.

In this session we will discuss:

- How a sticky message permeates and positively drives perceptions
- The brand to demand framework – looking beyond paid media
- Always-on demand and nurture tracks working together to create a data led omni-channel approach
- A measurement model that works - the importance of failing fast, while also failing forward
- Buyer personas, key decision makers and the modern day B2B buyer journey
Is content still king?
- Optimization – looking beyond face value metrics
- How to scale success over time



KP Unnikrishnan
VP Marketing JAPAC



Luca Destefanis
Head Of Marketing APAC

Track moderated by: Chris Mitchell, Senior Regional Client Services Director, Verticurl

ATTRIBUTION REPORTING ROI

Back yourself with B2B marketing attribution

Aligning sales and marketing is key to a successful B2B strategy, however marketers need to quantify their contribution to pipeline and revenue. Yet, over 50% of marketers in APAC don't have a ROI or pipeline contribution target. Measuring marketing ROI isn't always straight forward and tracking marketing activities vs sales revenue doesn't always result in alignment between departments.

That's where marketing attribution comes in. Developing the right marketing attribution to measure ROI is key to unlocking credibility and budgets for pipeline & revenue campaigns.

In this session we'll discuss:

- The right technology foundation required for B2B marketing attribution
- ROI and reporting frameworks to communicate value back to the business
- The importance of aligning metrics to business financials
- How to make a business case for advanced attribution in your organisation

Track moderated by: Rajhev Rajkumar, Director Strategic Assets, CAPITAL-e

CUSTOMER ADVISORY BOARDS AND AWARDS

Connecting with Customers: The Importance of Customer Advisory Boards and Building Strong Relationships.

Every customer advocacy program strives to attract C-level customers to take part. In this session, Melanie, coming over from the US, will share what she has learned over years of developing and executing Executive Programs at Citrix.

From how to gain access to C-level customers, and turn that initial introduction into a mutually-successful, long-term partnership, to the intricacies of running a successful Customer Advisory Board, including selecting the right members, how to develop the correct customer value proposition, and why creating unique experiences takes customer relationships to the next level.

Whether you're already running successful executive programs, or are looking to introduce a customer advisory board for the first time, you are sure to come away from this session with practical advice.



Melanie Gomez (USA)
Sr. Program Manager, Executive Programs

12:30

NETWORKING LUNCH

01:30 DEEP DIVE GROUP SESSIONS



CHOOSE THE SESSIONS MOST RELEVANT TO YOUR CURRENT CHALLENGES AND AREAS OF INTEREST

As one of the forum highlights, join your peers for these one hour group discussions.

You'll be discussing challenges and pressing topics that are most relevant to B2B marketers.

LEADERSHIP

THE GREAT RESIGNATION

Finding, attracting, retaining (especially top talent), is the number one challenge faced by CMOs in Asia right now.

Finding new talent is especially a major challenge when you need to drive growth and expansion.

With this also comes the challenge of keeping your team engaged which is especially hard with geographically and culturally dispersed teams across so many different countries.

So as a leader, how do you keep your team engaged and build a common purpose that the team can really get behind.

We'll also be discussing managing your team's personal career aspiration, upskilling and development while also avoiding burnout.



Control Risks

Rachael Milford
Partner & Director Marketing APAC



twilio

Nicholas Kontopoulos
VP Marketing JAPAC

JOURNEY MAPPING

ICP, PERSONA & JOURNEY MAPPING

B2B Persona Development and customer journey mapping have become a favourite tool for visualising every experience your customers have with you. However, knowledge of the full customer journey is often spread across business silos and isn't always shared in a way that can be analysed and actioned.

In this session you'll learn:

- Learn how to develop your Ideal Customer Profile,
- Persona and Customer Journey Maps that visualises every experience and touchpoint, both digital and physical your customers have with you
- Understand how to tap into the organisation's insight, experience and data to map out the customer journey
- Learn how to execute on your journey maps
- Review examples of unexpected customer journeys and what you can learn from them



boomi

Stephanie Dechamps
Head of APJ Marketing

Moderated by:



tsm thinksmart marketing

Janine Pares
Founder and MD

DIGITAL

BUILDING HIGH PERFORMING DIGITAL STRATEGY AND TEAMS - IN-HOUSE VS AGENCY MODEL

During this heavily interactive session our panellists will discuss their digital strategies including:

- Their team structure and roles
- Their full-funnel digital strategy and roadmap
- Channel selection and performance
- How they engage customers and acquire net new through Paid, Owned and Earned media
- How they enable and guide APJ Marketing Field Teams on building out integrated digital marketing programmes
- How they work in-house or with agencies, field and global teams in areas of digital media, web, search (SEO and SEM), social, nurture, adtech to develop APJ digital strategy for Enterprise and Commercial business (customer journey mapping and omnichannel deployment)
- they accelerate digital marketing maturity by driving innovation and rapid adoption of available technologies to support business objectives and maximise ROI
- Digital trends, what's new, what's next



DELL Technologies

Genevieve Yeep
Regional Head of Digital & Media

02:20 CHOOSE YOUR DEEP-DIVE SESSION

STRATEGY

LONG TERM STRATEGY VS SHORT TERM QUARTERLY TARGET

Marketers and Sales team often operate based on achieving quarter-to-quarter KPIs and targets resulting in fragmented, short-term views, often with marketing functions operating in silos.

Having a long-term actionable strategy is crucial to help you move beyond the frenetic cycle of quarterly targets and tactical tasks, to build a plan which delivers sustainable results and gets you out of the hamster wheel.

Having a strategic plan to inform tactical execution is critical if we're expected to hit increasingly aggressive targets with less resource.

- How do you take back control of your agenda, align your marketing priorities to commercial business goals, think critically about your customers, your competitive landscape, and develop value propositions to cut through the noise, resonate and drive demand in market?
- How does one balance short term ROI and KPIs around contacts and leads with longer term plan to build meaningful connection with customers?
- Do we need for marketing strategy role?

CUSTOMER EXPERIENCE

BUILDING A B2B CX STRATEGY

With often hundreds of direct stakeholders and even more with indirect impact on CX, how do you bring people together on a change management journey removing silos and fragmented accountability to ensure a successful customer experience, at every touchpoint?

During this session we'll discuss:

- Marketing's role in driving CX
- How to get started: starting lean and simple
- How to influence people and generate impact without direct authority
- Developing a CX vision: why its important
- Developing a roadmap: balancing short & long term priorities, how to sell tomorrows problem
- How to engage executive teams and boards on CX
- Understanding how much value marketing plays in this process
- The care factor for teams: why CX matters to employees



cbe

Ming Yow
Chief Customer Officer

PARTNER/CHANNEL MARKETING

MAXIMIZING BUSINESS VALUE WITH PARTNERS

In this Channel Marketing session we'll focus on communicating value to, through, with and for channel partners.

The right approach depends on the Go-To-Market strategy and the objectives a business wants to achieve.

Today's Partners typically work with 5-25 Vendors at any given time. The constant flow of information coming in from these Vendors can be disruptive, overwhelming, and confusing. Vendors who understand how to better engage and align marketing with their channel ecosystem are the ones winning the customers mindshare.

During this interactive panel we'll hear from both Vendor and Partner side as we discuss

- Revenue contribution
- Partner engagement
- Partner led demand creation, marketing contribution, ROI
- Driving better engagement and fuelling marketing performance with partners.
- Award winning partner transformation programs

03:00 AFTERNOON COFFEE & NETWORKING BREAK

CONTENT MARKETING

03:30 GLOBAL SCALE, LOCAL TOUCH: USING CONTENT MARKETING TO DRIVE DEMAND AND ACCELERATE SALES CYCLES

Two cornerstones of effective content marketing are understanding your audience and then using that knowledge to build relationships with prospects. But that can be tricky when you're in a crowded B2B category and executing a program across multiple markets.

How do you set a content marketing strategy and scale it across multiple markets, taking into account local audiences, local languages and local channels?



Mahlab

Lily Carlyon

Head of Strategy & Performance

In this session, Mahlab Head of Strategy and Performance Lily Carlyon will share insights into how to:

- Deeply understand your audience
- Use these insights to build an effective content marketing strategy
- Scale this strategy across multiple markets
- Measure and optimise the performance of your content marketing strategy to ensure it's delivering results.

Session sponsored by Content Marketing Partner:



MANAGING HQ & ASIA

03:55 MANAGING HQ & ASIA

Global to region to countries.

During this session we'll be discussing managing relationships and expectations in an increasingly global and centralised workplace.

Reporting to a global HQ, how do we gain local autonomy, flexibility and control, ensuring HQ understands local market dynamics so we can focus on driving initiatives that are highly relevant to the APAC region.

We'll also discuss some of the biggest challenges faced when marketing into and leading teams across the vast amount of very different individual countries in Asia. Balancing local customer and sales demand vs the efficiencies and scale provided by a more regional focus.

Finding the balance when providing locally relevant messages and the global brand challenge when localising.



FUJITSU

James Kissell

Global Director Vertical Industries Marketing & Member ABM Global Board



VEEAM

Belinda Pervan

VP Marketing APJ

GLOBAL ABM KEYNOTE

04:20 8 YEARS OF STRATEGIC ACCOUNT-BASED MARKETING SUCCESS AT FUJITSU

"At the end of 2013, we were in our planning cycle and I was thinking what we could do differently next year. How is marketing going to contribute to the business?"

Today Andrea Clatworthy is recognised as one of the "magnificent seven", globally recognised ABM leaders by ITSMA. She was one of the world's first adopters of ABM, and worked closely with Bev Burgess and ITSMA to codify ABM into a strategic marketing discipline. This is something that Fujitsu has embraced, and under Andrea's leadership Fujitsu has become an ABM powerhouse. Today Andrea leads the development of Fujitsu's own ABM intellectual property.

During this session Andrea will share her own eight-year journey of driving improved business results by ensuring Fujitsu's excellence in ABM: Fujitsu's global team includes an ABM board, structured training and a resource centre of excellence.

At the ground level Fujitsu ABMers work closely with sales and account managers to devise and execute strategies, campaigns and initiatives to open doors and deepen engagements with strategic and high growth customers across the globe.

Andrea will take us through her journey and the insights she has to offer to those seeking the same ABM success

- The initial roll-out in and what made it so successful
- The crucial account selection process
- The just as crucial account team selection
- Prioritising work - resource and budget allocation
- Measuring results
- ABM careers and training

"ABM is when you're looking at the whole account over three years - it's a marathon, not a sprint."



FUJITSU

Andrea Clatworthy

Global Head of Account Based Marketing

05:00 END OF DAY ONE & NETWORKING DRINKS



CONFERENCE DAY TWO | Thursday 18 August 2022

08:30 REGISTRATION & BARISTA COFFEE

09:15 WELCOME & OPENING REMARKS



Emma Roborgh
Founder & CEO



CAPITAL e
CREATING ENGAGEMENT
Andrew Everingham
Event MC, Founder & CEO

MARKETING TRANSFORMATION

09:30 A DATA DRIVEN APPROACH TO TRANSFORM MARKETING IMPACT IN NINE MONTHS

Stacy will share how to build confidence and support through data and insights to communicate how marketing is driving impact for the sales organization.

She'll share:

- The need to support and enable every marketer to pivot data-driven marketing approaches to guide and optimise decisions
- How to build confidence to articulate the insights from the data, understand what's working and what's not and how to best share with the sales organisation
- What is the data telling us? - the need to remove the emotion from the discussion and decision making

- Understand the quality and propensity of the marketing signals
- How to educate the sellers to trust the marketing signals and insights (ie how it identifies new individuals in a buying-group)
- Leveraging shared dashboards to drive joint accountability - the closed-loop feedback that scales
- Striking the balance between data driven marketing and emotional/creative marketing



Microsoft
Stacy Seah
CMO APAC

MARKETING LEADERSHIP

09:55 LEADING WITH MARKETING AS THE MULTIPLIER AT CISCO

As Head of Marketing APJC at Cisco, one of the world's most valuable B2B brands, Joyce looks after a team of over 150 marketers across the APJC region. During this session she'll take us through three major marketing transformations she and her team is driving at Cisco including:

- Moving away from short-term quarterly stop-start campaigns to a long-term, strategic campaign model and framework

- How insights led conversations with the sales org has transformed sales and marketing alignment
- Measurements, Metrics, ROI & Dashboard transformation away from pipeline contribution to engagement



CISCO
Joyce Moy
Head of Marketing APJC

SPONSORED KEYNOTE

10:20 PLATINUM PARTNER KEYNOTE

10:45 MORNING COFFEE & NETWORKING BREAK



CHOOSE YOUR SESSIONS:

11:10

Track hosted by:



GROWTH

EMBRACING GROWTH AS YOUR NORTH STAR

Increasingly B2B marketers are owning aggressive growth targets which present a great opportunity to firmly cement that respected seat at the leadership table.

During this session we'll be discussing strategies that enable marketing to be the engine room for growth for the business. Whether it's growth through existing customers and ABM or demand gen and securing new logos or pipeline acceleration and campaigns that drive faster conversion.

We'll be discussing marketing's involvement in identifying growth segments and opportunities and how to gain greater accountability for, and



Sonal Shah
Head of B2B Marketing - Global Growth Markets



Nikki Taylor
Marketing Growth Strategy Director APAC

CONTENT MARKETING

CONTENT CAMPAIGNS DURING LONG COMPLEX SALES CYCLES

Mapping content to long, complex buyer journeys across APAC

NEC an ICT, AI and Biometrics company with HQ in Japan, hasn't sold consumer products since the 1990s and with 85% of revenue coming from existing large Enterprise customers and State and Federal Government Agencies.

During this practical session, Beng Teck will take you through the highly targeted content plan and campaign: "Creating Value" derived from and aligned with business strategy.

He'll share:

- The ICP, persona & journey map for their long complex sales cycles into Enterprise and Government across ASEAN
- How they're using ambassadors and customer advocacy/case studies as part of their strategy
- How they're using long and short form content
- How they're experimenting with and the results of new channels
- The data, measurements, KPIs and success metrics

Track moderated by: **Rajhev Rajkumar**, Director Strategic Assets, CAPITAL-e



Aw Beng Teck
Head of Marketing ASEAN

ABM - ACCOUNT BASED MARKETING

STRATEGIC ABM & AT SCALE

As the most exciting and revenue rewarding marketing and sales initiative in B2B marketing, Account Based Marketing, where treating individual accounts as markets in their own right is finally gaining huge momentum in APAC

How to build the business case for ABM, starting with a proof-of-concept and winning the support of the sales and senior stakeholders internally that ensures internal adoption

Account selection, account mapping and scoring- Learn how to identify and choose the right target accounts

Building the team - What sort of expertise you need in your organisation to enable a strong ABM strategy, plan and execution

Kick start your career in ABM - Personal career development and professional development



Michelle Go
Director, Account Based Marketing APAC

11:50

CHOOSE YOUR TRACK

DEMAND GENERATION

DEMAND CENTRE & ENGAGEMENT

During this session we'll dig deep into demand generation in Asia with two case studies followed by interactive group discussions.

We'll learn what a world-class APAC Demand Centre looks like.

We'll be discussing the scaled services provided, the processes, roles and KPIs. We'll be sharing examples of demand gen programs for local and vertical requirements.

You'll learn how engagement is becoming a new indicator for campaign targeting. By measuring internal customer engagement, engagement with competitors and 3rd party content, marketers can provide much richer insights into both purchase propensity and warning signals to sales.



Kate Tan
Head of Marketing ASEAN

CONTENT MARKETING

CONTENT THAT CUTS THROUGH THE NOISE

With so much great content being produced, by so many great marketers and companies competing for the same audience, how do you get cut through? How do you become to be the "signal in the noise"?

In addition, we'll discuss how to take a piece of hero content, atomise it, re-package it, energise it and activate it across channels. We'll explore how you find a niche theme or topic, own it and be seen as a thought leader. How do you leverage this across webinars, podcasts, social, events and more? And how do you do this creatively and through a lens that gets cut through and meaningful engagement? Lastly, is there a way to effectively leverage what you get from HQ for the myriad of markets you serve in APAC?



Nicholas Kontopoulos
VP Marketing JAPAC

LEADERSHIP

BUILDING CREATIVE & DATA-DRIVEN TEAMS

To continue the discussion from Stacy's keynote this morning, during this 40min deep-dive discussion we'll discuss how to foster both creative mindsets as well as confidence in our teams to take data-driven decisions?

There is also currently a lack of creativity within B2B marketing teams - how do we get our teams to think more creative, how do we encourage creativity, design thinking and to dare to be disruptive?

How to we build confidence in data-driven decision making to guide where you can drive the most impact with better data-driven decisions?

Where is the balance between data driven marketing and emotional/creative marketing in general and how do we retain creativity in a data drenched world?



Belinda Pervan
VP Marketing APJ



Nikki Taylor
Marketing Growth Strategy Director APAC

12:30

NETWORKING LUNCH

01:30 INDUSTRY FOCUSED DEEP DIVE GROUP SESSIONS



CHOOSE 1 SESSION MOST RELEVANT TO YOUR CURRENT CHALLENGES AND AREAS OF INTEREST

As one of the forum highlights, join your industry peers for these one hour group discussions with your competitors and peers. You'll be discussing challenges and pressing topics that are most relevant to you and B2B marketers in your specific industry.

B2B MARKETING IN IT/TECH/SAAS/CLOUD

Panelists will share their main challenges and opportunities as B2B marketers in IT/Tech/SaaS/Cloud including:

- Addressing the common challenges in IT/Tech marketing
- Best-practice in cut-through to the 'unreachable' CIO/CMO and IT/Tech Exec Buying Party
- What is the new-norm in marketing to this digital-savvy, tech-savvy audience
- Designing a 'full funnel' content strategy (without the tech jargon)
- SDR/Inside Sales & Lead management - Building the SDR/ISR/BDR strategy and team for pipeline acceleration and growth
- Using martech (and data) to sell tech products and services (what's the must-have tech stack)
- Awesome IT/Tech/SaaS/Cloud marketing examples

This session will be on-point for IT/Tech/SaaS/Cloud marketers - not a generic theory session. A fun and engaging format that will have you on your feet (literally!) and energised with new thinking!


boomi

Stephanie Dechamps
Head of APJ Marketing


kyndryl

Luca Destefanis
Head Of Marketing APAC,
(Formerly IBM)

B2B MARKETING IN BANKING/FINANCIAL SERVICES

Panelists will share their main challenges and opportunities as B2B marketers in Banking and Financial Services including:

- The role of marketers and impacts of COVID, geo-politics and ESG
- Balancing B2B and B2C and moving from a focus of B2B to B2B2C
- Humanising financial services and earning trust
- Digital transformation programs
- How marketers are taking a leading role in driving CX
- Implementing new technologies and new ways of working- the challenges and opportunities for marketing

This highly interactive session will end with round table discussions diving deeper into these topics with your peers.


Deutsche Bank

Mohit Gupta
Head of Marketing APAC & Global Head of Social Media - Corporate

B2B MARKETING IN MANUFACTURING & CONSTRUCTION

Panelists will share their main challenges and opportunities as B2B marketers in Manufacturing & Construction including:

- Advancing the marketing department as credible, growth and revenue driver for the business
- Digital transformation programs
- CX: who is driving it in manufacturing firms and what does it look like?
- The role of brand for firms in the manufacturing sector
- B2B E-Commerce – Moving B2B • Business throughout digital channels with B2B e-commerce

This highly interactive session will end with round table discussions diving deeper into these topics with your peers.


ABB

Eva Ford-Murphy
Head of Communications APAC


3M

Dhruv Mehrotra
Head of Digital & Integrated Marketing Asia - Safety & Industrial Business Group


HILTI

Amol Oberoi
Head of Digital, Branding & Comms South Asia Pacific

B2B MARKETING IN PROFESSIONAL SERVICES

Panelists will share their main challenges and opportunities as B2B marketers in professional services including:

- Building brand and managing transformation, change and growth in an un differentiated industry
- Engaging your people (engineers, lawyers, accountants etc) as your brand ambassadors and thought-leaders
- The "sales" and marketing alignment and relationship in professional services - Challenging the seller-doer model
- The digitally enabled professional services firm - Driving and building digital capability within your organisation
- Providing an omni-channel experience in professional services
- Advancing the marketing department as credible, growth and revenue driver for the business

This highly interactive session will end with round table discussions diving deeper into these topics with your peers.


Control Risks

Rachael Milford
Partner & Director Marketing APAC


JLL

Ross Ballantyne
Head of Marketing - Corporate Solutions, APAC


aurecon

Chris Saxby
Brand, Marketing, Comms Business Partner - Clients & Markets

02:30 AFTERNOON COFFEE & NETWORKING BREAK



FROM GLOBAL TO REGION TO COUNTRY

03:00 OPTIMISING GLOBAL CAMPAIGNS IN THE REGION

Global campaigns have low regional adoption because they are insufficiently attuned to local market requirements. The result - regional and country teams spend too much originating campaigns or localising global campaigns. What if regional and country teams jointly developed global campaigns, minimising

the need for additional localisation? In this session, we will introduce the Campaign Planning Optimization Process, including the steps for presenting global campaign leaders with clear, consolidated insight into local campaign needs.



FORRESTER

Mavis Liew

Principal Analyst, Marketing
Executive Services, Asia Pacific

ESG MARKETING PANEL

03:25 ESG (ENVIRONMENTAL, SOCIAL AND GOVERNANCE) MARKETING: CMO CLARION CALL TO DRIVE ESG STEWARDSHIP FOR BRANDING AND BUSINESS IMPACT

TAs the pandemic has prompted individuals to step back and review their lifestyle choices, it's also triggered organisations and their executives to question their purpose and value within the overall business ecosystem. This has, in turn, increased the development of corporate social responsibility (CSR) initiatives, with more businesses feeling the pressure to respond to investors, the consumers and across the supply chain expectation for them to operate with a stronger social conscience.

ESG marketing, where promoting the environmental, social and governance attributes of a company's strategy to its investors, buyers and other stakeholders in alignment with corporate purpose and mission is increasingly becoming the responsibility of the B2B marketers.

It is no longer a CSR checklist or an environmental day branding shout-out, CMOs needs to weave ESG into the brand purpose, values and stories.

A company's ESG marketing message builds its brand equity, financial worth and potential for true social impact.

We'll discuss the role of marketing in driving sustainability, ESG (environmental, social and governance) agenda in brands and organisations

- The extent of shifting your brand purpose and story and its considerations to make it work: Many marketers are already weaving in and shouting out the ESG related actions/outcomes into your brand stories. But to what extent do you want to shift – rethinking your brand purpose, its values and down to its impact to every brand touchpoints. What are the considerations or tipping points that will affect your overall branding? Is it a solo marketing owned story vs one that all your leaders are embracing? Are your branding/marketing messages echoing the material and relevant ESG actions that your organization is taking?
- The roll-out: Align the ESG message pillars and stories with your C-suite, activate employees advocacy and involve/engage your clients and even, suppliers.
- The Best Practice: What are some of the great examples that we have seen globally, and close at heart in APAC?
- The Pitfalls: Authenticity vs Greenwashing. Activists. What are the pitfalls or taboos that marketers should look out for when advocating on ESG?



Schneider Electric

Chris Quinn

VP Marketing East Asia & Japan



ERM

Sophia Ong

APAC Director of Marketing



paloalto NETWORKS

KP Unnikrishnan

VP Marketing JAPAC

PERSONAL LEADERSHIP & CAREER PANEL

03:50 PERSONAL LEADERSHIP AND CAREER ADVICE FOR APAC CMOs AND B2B MARKETERS

During this closing session we'll hear inspirational stories from CMOs sharing their advice and lessons learnt along their own career journeys

- Examples and career advice and paths for emerging B2B marketing leaders
- The pros and cons of generalists vs specialists B2B marketing roles - The biggest skill shortages in B2B marketing
- The importance of business acumen and financial literacy for marketers

- Advice for best managing important cross-functional stakeholders
- The transition from peer into a leadership position
- Taking a strategic approach to building your personal marketing brand
- The importance of keeping up with change and staying relevant
- What's next after you've secured the APAC Head of Marketing role?



accenture

Karina Gan

Global CMO, Growth Markets

04:30 CLOSE OF CONFERENCE

STRATEGIC ACCOUNT BASED MARKETING (ABM) WORKSHOP

Friday, 19 August 2022 | 09:00 - 04:00pm | Parkroyal Collection Pickering, Singapore

10 Years of Strategic ABM at Fujitsu - Practical Workshop

Strategic Account Based Marketing (ABM) is an approach Fujitsu takes to focus on specific customer(s). It is quite different from traditional B2B Demand Generation marketing, hence orientation and training of colleagues in marketing, sales and account management is recommended before starting it and why we're hosting this workshop during the B2B Leaders Forum in Singapore, 17-18 August.



Your Presenter:

Andrea Clatworthy

Global Head of ABM, Based Marketing, **Fujitsu**

Today Andrea Clatworthy is recognised as one of the "magnificent seven", globally recognised ABM leaders by ITSMA. She was one of the world's first adopters of ABM and has worked closely with Bev Burgess and ITSMA to codify ABM into a strategic marketing discipline. Fujitsu has embraced ABM wholly and under Andrea's leadership Fujitsu has become an ABM powerhouse. Today Andrea leads the development of Fujitsu's own ABM intellectual property.



During this very practical workshop you'll be building a full ABM plan so bring your laptop!

**ONLY 30 TICKETS AVAILABLE -
BOOK NOW!**



Your Presenter:

James Kissell

Global head of Vertical Industries Marketing & Member of the Global ABM Board, **Fujitsu**
(ITSMA ABM certified)

Outline Agenda for the Workshop

The workshop agenda is designed as a teach-then-do, with group working together to enable the steps towards creating your own ABM plan. Important: please, do bring your own laptop. We will share some common ABM methodologies as well as our own – providing lots of practical examples and case studies to help you implement ABM in your own organisations. There will be ample time for questions to Andrea and James throughout to ensure everyone has a good understanding of the ABM concepts.

We will also aim to work on a real-world example using an actual APAC customer organization.

Some of the areas that we will focus on during the workshop:

- Why ABM? What is DBM and how is it different to ABM
- Account selection and why it is SO important?
- What information do we need - and where can we source it from?
- Defining a 'Play' to a customer
- Mapping and Profiling customers
- Execution and measurement
- Example of an ABM KPI dashboard
- Case studies and examples to inspire you when you return to your organisations

Materials

- Slides will be shared with all participants after the session as reference material.

Learning objectives

- Enable participants to understand the principles of an Account Based Marketing (ABM) approach and how to apply them in your account (s) for 1:1 Strategic ABM
- Provide a methodology enabling marketing sales/account teams/leads to work more closely together at a strategic level
- Provide the basics upon which to build an actionable high-impact ABM plan(s) that can be fully integrated into the sales and account plan or campaign plan
- Rethinking the starting point, think outside in, focus on the customer and the business needs

17 REASONS TO ATTEND IN-PERSON IN 2022 - YOUR ROI!

Topics that will be covered at Asia's largest B2B marketing conference focused on pipeline, revenue, growth, leadership and personal career advancement!



STRATEGY

Having a long-term actionable strategy is crucial to help you move beyond the frenetic cycle of quarterly targets and tactical tasks, to build a plan which delivers sustainable results and gets you out of the hamster wheel.

Having a strategic plan to inform tactical execution is critical if we're expected to hit increasingly aggressive targets with less resource.

In this session we'll discuss how a defined long-term strategy helps you take back control of your agenda, align your marketing priorities to commercial business goals, think critically about your customers, your competitive landscape, and develop value propositions to cut through the noise, resonate and drive demand in market.



GROWTH

Increasingly B2B marketers are owning aggressive growth targets which present a great opportunity to firmly cement that respected seat at the leadership table.

During the new, growth focused track we'll be discussing strategies that enable marketing to be the engine room for growth for the business. Whether it's growth through existing customers and ABM or demand gen and securing new logos or pipeline acceleration and campaigns that drive faster conversion.

We'll be discussing marketing's involvement in identifying growth segments and opportunities and how to gain greater accountability for, and embracing growth as our North Star.



DEMAND GENERATION

During this track we'll dig deep into demand generation in Asia with two case studies followed by interactive group discussions.

We'll learn what a world-class APAC Demand Centre looks like.

We'll be discussing the scaled services provided, the processes, roles and KPIs. We'll be sharing examples of demand gen programs for local and vertical requirements.

You'll learn how engagement is becoming a new indicator for campaign targeting. By measuring internal customer engagement, engagement with competitors and 3rd party content, marketers can provide much richer insights into both purchase propensity and warning signals to sales.



ABM

As the most exciting and revenue rewarding marketing and sales initiative in B2B marketing, Account Based Marketing, where treating individual accounts as markets in their own right is finally gaining huge momentum in APAC

How to build the business case for ABM, starting with a proof-of-concept and winning the support of the sales and senior stakeholders internally that ensures internal adoption

Account selection, account mapping and scoring - Learn how to identify and choose the right target accounts

Building the team - What sort of expertise you need in your organisation to enable a strong ABM strategy, plan and execution

Kick start your career in ABM - Personal career development and professional development



JOURNEY MAPPING

B2B Persona Development and customer journey mapping have become a favourite tool for visualising every experience your customers have with you. However, knowledge of the full customer journey is often spread across business silos and isn't always shared in a way that can be analysed and actioned.

Learn how to develop your Ideal Customer Profile (ICP), Persona and Customer Journey Maps that visualises every experience and touchpoint, both digital and physical your customers have with you

Understand how to tap into the organisation's insight, experience and data to map out the customer journey

Learn how to execute on your journey maps

Review examples of unexpected customer journeys and what you can learn from them



CUSTOMER EXPERIENCE

Understand marketing's role in building customer-centric cultures that consistently predict enhanced, sustainable business results

The CMO's role in building CX capability, structure and culture: how to influence departments and generating impact without direct authority

The role of data and tech to support CX strategies and a 360 degree view of the customer

The power of brand for great customer, employee, and product experiences, the role of data and tech to support CX strategies and ROI models organisations are using to drive CX.



CONTENT MARKETING

Learn how to map content to the end-to-end buyer journey and how to optimise messaging for omnichannel strategy

Content campaigns during long, complex sales cycles and buyer journeys across APAC

How to use content to progress conversations during long selling cycles and customer journeys

How to integrate your content and ABM strategy and keep up with the large amount of personalised and relevant content required to support your ABM programs across the entire customer lifecycle

The importance of storytelling when tapping into unique buyer committee pain points, predictive content marketing analytics for forecasting your B2B content calendar

The strategy behind building for a local audience, but leveraging HQ intelligence while balancing local and global content to avoid cannibalising

The best distribution strategies for content amplification

The methodologies, measurement models and data used to prove the effectiveness of content efforts and how it drives business and revenue



SDR & LEAD MANAGEMENT

Building the SDR/ISR/BDR strategy and team for pipeline acceleration and growth

Rather than only focusing all their efforts at the top of the funnel and generating leads to be passed over to sales, B2B marketers, especially within the IT/Tech industry are extending their ownership of leads further down the funnel. By using Sales Development Reps (SDR) teams to effectively nurture and qualify leads at the mid-funnel stage before they can enter the bottom of the funnel and getting passed over to Account Managers, marketers are seeing a huge impact on marketing ROI, pipeline acceleration and growth.

Learn how to build the SDR function as the bridge between marketing and sales by aligning the B2B sales funnel to these three teams of the growth department.

How lead qualification can be defined at each stage of the sales funnel

Which team(s) should be responsible for lead management at each stage

Why an effective nurture strategy is essential to advancing leads through the funnel and meeting aggressive growth targets

The results on marketing ROI and pipeline acceleration



MANAGING HQ AND ASIA

Global to region to countries.

During this session we'll be discussing managing relationships and expectations in an increasingly global and centralised workplace.

Reporting to a global HQ, how do we gain local autonomy, flexibility and control by breaking down internal silos and opening barriers between head office and local office and ensuring HQ understands local market dynamics so we can focus on driving an APAC agenda.

We'll also discuss some of the biggest challenges faced when marketing into the vast amount of very different individual countries in Asia and the constant need to balance local customer and sales demand vs the efficiencies and scale provided by a more regional focus.

The magic formula of localisation - finding the balance when providing locally relevant messages and the global brand challenge when localising.



BRAND

Brand positioning, strategy and measurement.

During this interactive session we'll share real life examples of brand campaigns and strategy and discuss the role of brand in sustainable revenue and business growth, from brand to demand to loyalty and advocacy

The balance between brand and revenue investments (and the budget allocation split) and how you build your "board and CFO friendly" brand strategy - ensuring they understand how brand investments create growth over time

Measuring brand health, brand measurement tools and metrics

How great brands are established through culture and why delivering on your brand purpose starts (and ends) with your employees

Building employee brand for attracting talent in a highly competitive market



DIGITAL

Learn how to build high performing digital strategy and teams internally, responsible for delivering business results through capability building and growth marketing principles.

We'll be discussing the benefits of going from agency model to full inhouse digital team, team structure and roles, the full-funnel digital strategy and roadmap, channel selection and performance.

During this session we'll also be discussing how to look at your Paid Media strategy across Search, Social, Programmatic and Content Syndication and how it can align to your entire sales and marketing funnel.

You'll also learn how to combat digital fatigue and drive scale and accelerate pipeline and revenue by having an always-on digital demand gen engine



ATTRIBUTION & ROI

Back yourself with B2B marketing attribution!

To maintain credibility and budgets, marketers must be able to quantify marketing's contribution to pipeline and revenue. Yet, over 50% of marketers in APAC don't have a ROI or pipeline contribution target

What earns marketing a seat at the leadership table is knowing your ROI, revenue contribution and being able to walk into a board room and report and defend your data

Learn the skills, processes and tech needed to set up attribution, ROI and reporting frameworks for communicating the value of marketing to the businesses - aligning metrics to business financials

We'll also discuss some of the biggest challenges faced when marketing into the vast amount of very different individual countries in Asia and the constant need to balance local customer and sales demand vs the efficiencies and scale provided by a more regional focus.

The magic formula of localisation - finding the balance when providing locally relevant messages and the global brand challenge when localising.



CUSTOMER MARKETING

In the US, the focus on customer marketing has seen a huge uptake in the last couple of years as a critical function needed for businesses to retain, engage and grow customers in a more strategic way.

During this session we'll share the creation, execution and measurement of post-sale campaigns and programs designed to improve the quality and quantity of customer engagement, drive loyalty, generate growth opportunities and activate customer advocates.

You'll learn how to build a customer marketing function, customer advocacy program, customer roundtables programs and customer awards programs.

We'll also discuss metrics such as customer lifetime value (CLV), engagement, advocacy and voice of customer (VOC).



PARTNER MARKETING

In this session we'll focus on communicating value to, through, with and for channel partners. The right approach depends on the go-to-market strategy and the objectives a business wants to achieve

Today's partners typically work with 5-25 vendors at any given time. The constant flow of information coming in from these vendors can be disruptive, overwhelming, and confusing

Vendors who understand how to better engage and align marketing with their channel ecosystem are the ones winning the customers' mindshare

We'll discuss revenue contribution, partner engagement, partner led demand creation, marketing contribution, ROI and how to drive better engagement and fuelling marketing performance with partners



DATA & INSIGHTS

Data, Insights and data-driven decisions plus segmentation strategies

In order to make any kind of data-driven decisions, derive insights and slice and dice your data it has to first be clean, stored in one place, with a 360 view of the customer

So, what do you or don't you know about your data?

How do you identify segments and where is the balance between personalisation and scale?

How do you act on insights that truly benefit your customers and help guide them down the decision making journey

What if you don't have a data science team, how can you as a marketer develop the data-insights and curiosity mindset?



ESG

ESG marketing, where promoting the environmental, social and governance attributes of a company's strategy to its investors, buyers and other stakeholders in alignment with corporate purpose and mission is increasingly becoming the responsibility of the B2B marketers.

A company's ESG marketing message builds its brand equity, financial worth and potential for true social impact.

We'll discuss the role of marketing in driving sustainability, ESG (environmental, social and governance) agenda in brands and organisations

Understand the ESG framework and how it motivates investors and customers

ESG storytelling

Integrating corporate ESG content strategy as part of marketing plans

How to measure your brand's ESG success



PERSONAL & MARKETING LEADERSHIP

With "The Great Resignation", culture and purpose has become more important than ever to retain talent. We'll be discussing creating nurtured environments focused on purpose and values, managing your team's careers, connecting employees to brand and mission.

Marketers are asked to constantly do more, with less, provide growth without budgets for new resources, how to avoid burnout and becoming busy-bored, for teams and self.

We'll also be discussing skills development, recruiting for values vs skills and generalist vs specialist skills for both CMOs and emerging leaders.

Career advice and paths for emerging leaders, the importance of building your personal brand, how to build business acumen and financial literacy, the biggest skills shortages in B2B marketing and how you transition from peer into a leadership position.

THANK YOU TO OUR 2022 SPONSORS:

Helping Asia's B2B marketers turn their departments into revenue generating machines in 2022:

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SPONSORSHIP OPPORTUNITIES

We currently have the following sponsorship opportunities available:

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Please contact Kristy Kelly today to discuss how you can be involved as a sponsor
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BOOK NOW**ABM WORKSHOP****995** SGD pp

Full day ABM workshop!

Held Friday 19 August

Hosted by **Andrea Clatworthy**
Global Head of ABM, Fujitsu**Only 30 tickets available****BOOK NOW****AGENCY & VENDORS****2,595** SGD pp

We want to ensure we have enough tickets for our B2B Marketers. If you're from a marketing agency or a BDM from a martech vendor selling to marketers, you will need to purchase this ticket.

Only 10 tickets available in this category.

Any questions please email
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