

B2B marketing leaders forum

MELBOURNE

10-11
November 2021

Crown
Melbourne

Learn from B2B CMOs and marketing leaders responsible for driving **pipeline, revenue and growth**, with a respected seat at the **leadership table**, ensuring your relevance as a modern marketer.

Register at b2bmarketingleaders.com.au/melbourne



Book before 18 September and save up to \$400!

LEARN FROM OVER 30 B2B MARKETING LEADERS:



AON

Lisa Henderson
Managing Director

From CMO to CEO - what does commercial acumen as a CMO look like?



Phocas.

Angela Kent
Global CMO

Understand how you build constructive cultures in marketing teams



ashurst

Diane Gates
Global CMO

Global marketing transformation with focus on elevating the Ashurst brand globally



netwealth

Andrew Braun
General Manager Marketing

The content strategy based on creating industry-wide respected research that established Netwealth as the challenger brand to the big banks



Data#3

Garrett MacDonald
Global CMO

Partner/Channel Marketing- Drive better engagement and fuelling marketing performance with partners



AustralianSuper

Jo Reilly
Head of Brand & Marketing

B2B marketing in banking, financial services and insurance.



ThermoFisher SCIENTIFIC

Andrew Perepeczko
Head of Customer Marketing ANZ

Customer Marketing - Building the "Platinum Experience Program"



EstimateOne

Natalie Feehan
Chief Customer & Commercial Officer

CX & Customer Centricity - Alignment between customer value and commercial outcome



Bendigo and Adelaide Bank

Amy Goodes
Head of Marketing - Business & Agribusiness

From corporate strategy to marketing transformation at Bendigo Business Bank



JUNIPER NETWORKS

Carolyn Agombar
Head of Demand Marketing APAC

Demand Generation across APAC From acquisition to increasing customer engagement and share of wallet from existing customers



AUTODESK.

Ljubica Radoicic
Revenue Marketing Director APAC

Revenue Marketing - Learn how to start and scale your revenue marketing transformation that will get you established as an authority on revenue generation, with a firm seat at the leadership table



ABB

Joanne Woo
Global Head of Marketing - Process Industries

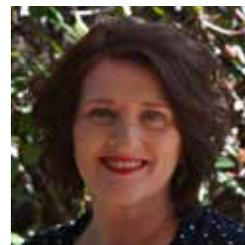
Leading teams through transformation and how to land a global role without leaving home!



PPG

David Nicholls
Sales & Marketing Director

Data driven transformation in B2B2C



Adobe

Colleen Baguley
ABM & Enterprise Marketing Lead

ABM - From Strategic to industry cluster ABM across APAC



digicert

Belinda Charleson
Global Channel Marketing Director

Partner/Channel Marketing- Maximising business value with partners

LEARN FROM OVER 30 B2B MARKETING LEADERS:



Daniel McDermott
Director Marketing ANZ

Content Marketing - Convincing HQ to pilot a local, non-branded newsroom to drive demand and inbound leads



James Kissell
Global Director Vertical Marketing & Member Global ABM Board

ABM - Vertical marketing, insights, segmentation and personalisation



Katie Bennett-Stenton
Associate Director Marketing

Taking a strategic approach to building your personal marketing brand



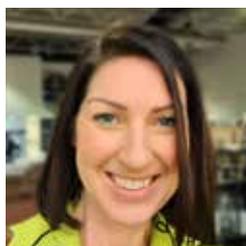
Bobbi Mahlab
Founder and Chair

20 years of B2B content marketing across financial services, healthcare, tech, engineering and associations



Mari Kauppinen
Managing Director APAC

ABM - How to get started, organisational pre-requisites and how to set up for future scale from scratch



Meri Kukkonen
Head of Australia & NZ

CMO & Focus on Enterprise



Emma Roborgh
Founder & CEO

Turning marketing departments into revenue generating machines

THANK YOU TO OUR SPONSORS

Platinum Partner

McCorkell

Gold Partner - Content & PR Agency



Silver Partner - ABM & B2B Agency

DXP Partner



CONFERENCE DAY ONE | Wednesday 10 November 2021

08:20 REGISTRATION & BARISTA COFFEE

09:00 WELCOME & OPENING REMARKS



Emma Roborgh
Founder & CEO

LEADERSHIP

09:10 FROM CMO TO CEO

For CMOs to be a recognised driver of revenue and growth, they need to earn the trust of their CEO to deliver on business objectives. Marketing leadership expert Thomas Barta sums it up as *"Marketers must stand for growth, or they stand for nothing!"*.

The increasingly larger role of marketing leaders today to take ownership of the customer journey and leading digital transformation provides increased opportunities for future CMOs to move closer to the CEO role.

In this opening keynote Lisa will take us through her journey from former CMO to CEO and share her advice and recommendations for CMOs to get a stronger voice at the leadership table.

- The need for CMOs to understand that most CEOs have a direct obligation to their board to drive a growth agenda
- Finding the right metrics - what does commercial acumen as a CMO look like?
- Advice for presenting to the leadership team; understanding the need to focus on their pain points vs your own day-to-day agenda, the importance of being prepared to defend your data and ensure the data presented are linked to business objectives
- Stakeholder engagement - work your network - how to be present and stay relevant in their worlds
- Advice for CMOs looking for a similar career path and commercial acumen for emerging leaders
- The journey from CMO to CEO and the skills needed to make the move



Lisa Henderson
Managing Director
(Former CMO)

REVENUE MARKETING

09:40 HOW TO START AND SCALE YOUR REVENUE MARKETING TRANSFORMATION

After her hugely successful revenue marketing transformations at Hexagon, a global leader in digital reality solutions, Ljubica has been inundated by large B2B tech companies wanting to replicate this success for their businesses! Recently, Ljubica joined Autodesk's Construction Solutions business to build the revenue marketing engine and drive growth in APAC.

During this session Ljubica will share her best practice approach and discuss:

- The Growth Engine Revenue Generation Value Chain™ as the foundation to setting up revenue marketing capability. This framework, together with other strategies, paved the way for consistent growth of 50%+ YOY over the past two years.
- Help you identify the drivers of revenue performance and its correlation to the four stages of marketing maturity.
- Present you with real world tools and practices you can put in place to move up the revenue marketing maturity stages of crawl, walk, run, and leap.
- Share tips on what to avoid, how to get started and scale.

Ljubica will also **share her e-book and practical advice** to help you firmly establish marketing as an authority on revenue generation, with a seat at the leadership table.



Ljubica Radoicic
Revenue Marketing Director APAC

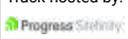
10:10 RESERVED FOR HEADLINE PARTNER

10:35 MORNING COFFEE & NETWORKING BREAK

11:10

CHOOSE YOUR TRACK

CMO TRACK

Track hosted by: 

MARKETING TRANSFORMATION AT BENDIGO BUSINESS BANK



Bendigo and Adelaide Bank

Amy Goodes
Head of Marketing - Business & Agribusiness

EMERGING LEADERS TRACK

TAKING A STRATEGIC APPROACH TO BUILDING YOUR PERSONAL MARKETING BRAND

In this deeply practical session, Katie will share the expertise that she focuses on coaching and training senior executives.

If you're not currently convinced that developing personal eminence is critical, you're wrong. You will learn how to create a strategy that is intelligent, collaborative and authentic. You will also receive a copy of Katie's personal branding template.

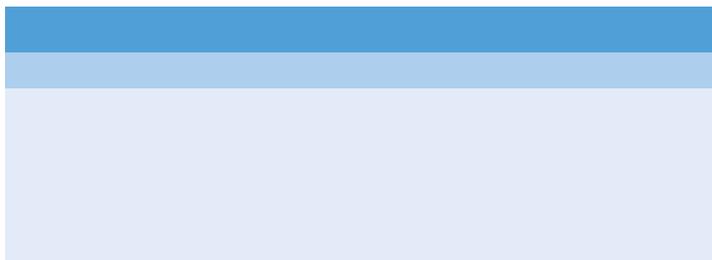
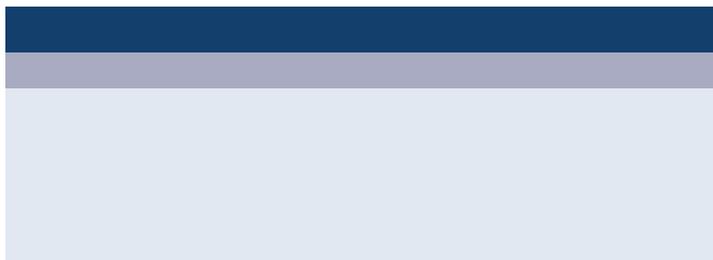
- Personal brand drivers - how would your network describe what you stand for?
- Aligning personal brand, professional and corporate objectives
- The importance of managing your personal brand on LinkedIn
- Leveraging personal brands, thought leadership and social selling for the executive team



ANZ

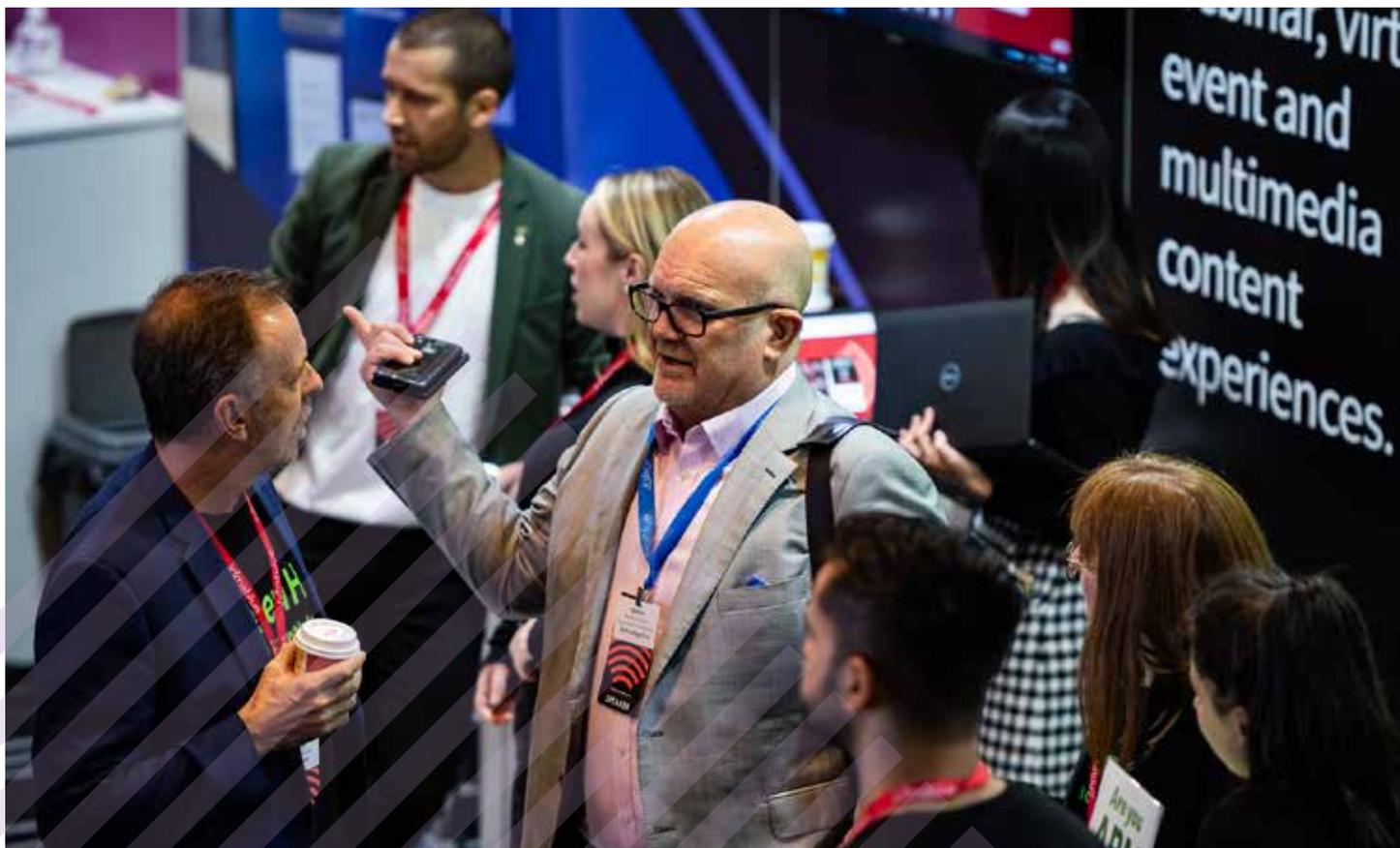
Katie Bennett-Stenton
Associate Director Marketing

11:45



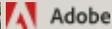
12:20

NETWORKING LUNCH



01:30

CHOOSE YOUR DEEP-DIVE SESSION

ABM - ACCOUNT BASED MARKETING	PARTNER/CHANNEL MARKETING	CX – CUSTOMER EXPERIENCE
<p>HOW TO SCALE ABM WITHOUT LOSING EFFECTIVENESS: LESSONS LEARNED IN APAC</p> <p>Account based marketing is in high demand because of the impact it can have on revenue, relationships and reputation. If you've launched a successful program, you might find other parts of your business are keen to adopt your approach. Or perhaps you're the one pushing to maximise the benefits by expanding to different regions or industry sectors. But how do you know when you're ready to scale, and what approach to take?</p> <p>In this session we'll hear from marketing leaders at Verizon and Adobe who have successfully scaled their programs in APAC, and who will answer questions including:</p> <ul style="list-style-type: none"> • When's the right time to scale my ABM program? • What are the differences between scaling 1:1 and 1:few or 1:many ABM? • What governance or processes should I have in place? • Which teams do I need to get on board to help me scale? • Attendees will return to their desks armed with practical advice to help grow their ABM programs, without losing effectiveness in the process. <p style="text-align: right;">Session sponsored by:</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div style="display: flex; justify-content: space-around; align-items: center;">  <div> <p>Colleen Baguley ABM & Enterprise Marketing Lead</p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div> <p>Mari Kauppinen Managing Director (Former Head of Marketing, Enterprise, Commercial and Channel at IBM)</p> </div>	<p>MAXIMIZING BUSINESS VALUE WITH PARTNERS</p> <p>In this Channel Marketing session we'll focus on communicating value to, through, with and for channel partners.</p> <p>The right approach depends on the Go-To-Market strategy and the objectives a business wants to achieve.</p> <p>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.</p> <p>During this interactive panel we'll hear from both Vendor and Partner side as we discuss:</p> <ul style="list-style-type: none"> • 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 <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div> <p>Garrett MacDonald Global CMO</p> </div> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div> <p>Belinda Charleson Global Channel Marketing Director</p> </div>	<p>CX & CUSTOMER CENTRICITY - ALIGNMENT BETWEEN CUSTOMER VALUE AND COMMERCIAL OUTCOMES</p> <p>After five years as GM Marketing at MYOB, which during her final year also included Customer Success, Natalie led a team of more than 600 across customer support, customer consultancy and services, and established the strategy for MYOB's customer approach.</p> <p>Just as MYOB's culture finally won her over after eight years with REA Group, it was EstimateOne's, an Australian HQ construction tendering software company's culture and strong focus on customer centricity that again finally won her over again.</p> <p>Operationally leading GTM, operations, customer care and success, marketing and sales, Natalie will share how she's leading EstimateOne's efforts of high growth via the critical strategical alignment between customer value and commercial outcome.</p> <p>During this interactive session we'll discuss:</p> <ul style="list-style-type: none"> • What does Customer Centric values actually look like? • How do you know you're lead by customer centricity values vs business objectives? • Does your board truly understand the customer connection? • The importance of giving customer success a voice at the table <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div> <p>Natalie Feehan Chief Customer & Commercial Officer</p> </div>

02:20

ABM – ACCOUNT BASED MARKETING	ICP, PERSONA & JOURNEY MAPPING	DATA DRIVEN TRANSFORMATION IN B2B2C
<p>ABM - Vertical marketing, insights, segmentation and personalisation</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div> <p>James Kissell Global Director Vertical Marketing & Member Global ABM Board</p> </div>	<p>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.</p> <p>In this session you'll learn:</p> <ul style="list-style-type: none"> • 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 <div style="display: flex; justify-content: space-around; align-items: center;">  </div> <div> <p>Marketing Director ANZ Awaiting internal approval</p> </div>	<p>As Head of Sales and Marketing at the world's largest coatings manufacturers, NYSE listed fortune 500 company, David has multi-channel, P&L responsibility with a full field sales team, company owned retail network.</p> <p>During this deep-dive, case study session he'll share the data driven transformation at PPG that has seen a double digit sales growth as a result of their digital programs.</p> <p>We'll also discuss enabling change leading to revenue growth within industrial products, services and FMCG.</p> <p>For this session, bring your own perspectives and pressing questions for debate after Dave's presentation.</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <div> <p>David Nicholls Sales and Marketing Director PPG Architectural Coatings</p> </div>

03:00

AFTERNOON COFFEE & NETWORKING BREAK

B2B CONTENT MARKETING

03:30


Mahlab

Bobbie Mahlab AM
 Founder and Chair
 Mahlab

CONTENT JOURNEYS – HOW YOU SUCCESSFULLY USE CONTENT TO DELIVER REVENUE TO YOUR ORGANISATION

In this session we'll hear from leading organisations how they are using content to achieve, not only marketing, but business goals.

During their rapid-fire presentations, they will present the following:

- Business challenge, key objectives and success metrics
- Strategy and approach with content
- Team structure including skills, capabilities and partners
- Key insights and results

You'll hear them share:

- Customer and business drivers for implementing a content-led marketing strategy
- Importance of having a customer-first approach
- Specific metrics used to define and measure business impact and success
- How to strategically distribute content
- Why content is critical to support every stage of the customer journey

Session sponsored by:



MARKETING LEADERSHIP

03:55

CONSTRUCTIVE CULTURE IN MARKETING TEAMS - BUILDING A HAPPY, HIGH PERFORMING MARKETING ORGANISATION DURING HIGH GROWTH

In today's highly competitive "quest for the best B2B marketing talent", culture is imperative to being able to attract, retain and develop outstanding B2B marketers.

In this personal and reflective session, Angela will share her own journey as a leader and her role as the Melbourne-based, global CMO of data analytics, reporting and visualisation company, Phocas Software.

During this session she'll share her role in re-building a less desirable team culture, to that of an outstanding, constructive culture for the marketing team.

- Ways to measure your organisations or team's culture
- The state of her team's marketing culture when first measured back in 2016 and the improvements over two subsequent measures
- The journey to today's ideal and preferred "constructive" culture and how self-reflection and empathy was crucial for improvement
- Showing up as a constructive marketer, growing as an engaging leader and growing an engaged team
- How she keeps her global team connected and the rewards of working in a constructive team


Phocas.

Angela Kent
 Global CMO

04:20

CLOSING KEYNOTE

05:00

NETWORKING DRINKS


CONFERENCE DAY TWO | Thursday 11 November 2021

08:30 REGISTRATION & BARISTA COFFEE

09:00 WELCOME & OPENING REMARKS



Emma Roborgh
Founder & CEO

DEMAND GENERATION

09:10 LEADING DEMAND GENERATION ACROSS APAC

As the Head of APAC Demand Marketing at 20 year old Silicon Valley HQ, IT network company, Juniper Networks, Carolyn's team is responsible for the awareness and acquisition of new as well as increasing customer engagement and share of wallet from existing customers. Her journey from former CMO to CEO and share her advice and recommendations for CMOs to get a stronger voice at the leadership table. During this session she'll share:

- The team structure, KPIs, segments and channels part of the Asia Pacific Regional Demand Centre (RDC)
- How she balance sales' and the businesses focus on short term (monthly and quarterly) targets with building long term thought-leadership with focus on lifetime customer value?
- The importance of total alignment between the demand and renewals teams



Carolyn Agombar
Head of Demand Marketing, APAC

CUSTOMER MARKETING

09:40 CUSTOMER MARKETING - BUILDING THE "PLATINUM EXPERIENCE PROGRAM"

Digital, Channels and Data Science, Andrew describes Thermo Fisher Scientific as the biggest Fortune 100 company you've never heard of.

As both a manufacturer and distributor of health care solutions to government, mining, food & beverage with vast different business units and product portfolios, three years ago the organisation was over dependent on siloed sales and Key Account Managers with limited focus on after sales relationships with customers.

During this keynote Andrew will share how over a three-year digital transformation journey he re-built the marketing and sales function into a holistic customer solutions centric group focused on customers as long-term partners.

By focusing on after sale marketing he'll share how they:

- Re-positioned the marketing function internally from comms/ internal support function to that of representing the customers
- Built the "Platinum Experience Program" with focus on improving after sales experiences to both decision makers and end-users across their lifecycle
- The removal of siloed business units and overdependency on sales to a holistic customer-centric offering with a strong e-commerce focus
- The limitation of the HQ reliant tech-stack that provided broken customer experiences
- Examples of today's customer engagement and advocacy program
- How they measure impact and ROI



Andrew Perepeczko
Head of Customer Marketing ANZ

10:10 RESERVED FOR PLATINUM PARTNER

10:35 MORNING COFFEE & NETWORKING BREAK

11:10

CHOOSE YOUR TRACK

DATA

ATTRIBUTION, REPORTING & ROI

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.

During this session we'll discuss:

- 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

CONTENT MARKETING

THE CONTENT STRATEGY BASED ON OWNED RESEARCH THAT ESTABLISHED NETWEALTH AS THE CHALLENGER BRAND TO THE BIG BANKS

Founded in 1999, Melbourne based Fintech Netwealth (ASX listed) provides tech to Australia's over 20k financial advisers, brokers and accountants in competition with Australia's largest banks.

Andrew will share how the challenger brand was built through strong brand proposition and a crystal clear content marketing strategy based on bespoke and today industry-wide respected research reports, podcasts, webinars and events.

During this session Andrew will share:

- How they built confidence in an unknown, challenger brand to the big banks
- How they built a content-media company around content as a service
- How, by creating and today owning the "AdviceTech" research report and term, which has today become a industry-wide respected piece of research
- How the yearly research today still generates thousands of downloads and attendees to the associated yearly webinar
- How the content strategy has today built such a strong database, they're less dependent on media and ad spend.



netwealth

Andrew Braun
General Manager Marketing

BRAND

GLOBAL MARKETING TRANSFORMATION: ELEVATING THE ASHURST BRAND

Diane joined global law firm Ashurst as their CMO in early 2020 as a continuation of her successful professional services career at organisations including PwC, Deloitte and MinterEllison.

Part of the Global Executive team, Diane was hired to transform the brand, marketing and communications function, ensuring marketing has a strong voice at the leadership table and working closely with the CEO who is responsible for driving the strategic direction of the firm.

With the function previously reporting to BD and HR, Diane will share how she has built a global, collaborative team covering a large portfolio with 45 professionals located throughout the world.

Diane will discuss:

- The all-important 90 day plan
- Transforming the function and building a collaborative global team
- Introducing strategic and digital marketing capability
- Leading key initiatives – Purpose and brand
- Measures of success



ashurst

Diane Gates
Global CMO

11:45

DATA, INSIGHTS, DATA-DRIVEN DECISIONS & SEGMENTATION

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

During this session we'll discuss:

- 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?

PILOTING A LOCAL, NON-BRANDED NEWSROOM TO DRIVE DEMAND AND INBOUND LEADS

Supplementing the existing content strategy, Daniel convinced Mimecast HQ to pilot a new content approach for driving inbound leads and generating strong thought-leadership in the local market...in a heavily content-cluttered marketplace.

During this session Daniel will share how his team managed to convince HQ to do the pilot and how they:

- Identified an "empty" content niche by analysing existing local content players, who had a voice and how strong
- The strategy behind building for a local audience, but leveraging HQ intelligence
- Balancing local and global content to avoid cannibalising
- The distribution strategy for content amplification



mimecast

Daniel McDermott
Marketing Director

BRAND TO DEMAND TO LOYALTY AND ADVOCACY

During this interactive session our panellist will real life examples of their brand campaigns and strategy.

We'll be discussing:

- The role of brand in sustainable revenue and business growth
- Building your "board-friendly" brand strategy - selling the concept of brand and its importance for revenue and growth.
- Balancing long-term brand building activities and short-term demand generation and the budget allocation of each
- Measuring brand health, brand measurement tools and metrics.
- Brand values as corporate values – The view from the top

12:20

NETWORKING LUNCH

01:30

CHOOSE YOUR SESSION

CHOOSE YOUR INDUSTRY SESSION

B2B MARKETING IN IT, TECH, SOFTWARE, CLOUD

During this deep-dive session panellists will share their main challenges and opportunities as B2B marketers in Tech.

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

B2B MARKETING IN BANKING, FINANCIAL SERVICES, INSURANCE

During this deep-dive session panellists will share their main challenges and opportunities as B2B marketers in BFSI including:

- The role of marketers during crisis (Royal Commission, bushfires, Corona Virus, Climate Change)
- Humanising financial services and earning trust
- How marketers are taking a leading role in driving CX
- Implementing new technologies and new ways of working – the challenges and opportunities for marketing
- Partner/Channel marketing - Maximizing business value with partners
- Managing massive growth targets when you're a challenger brand

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



AustralianSuper

Jo Reilly

Head of Brand & Marketing

B2B MARKETING IN PROFESSIONAL SERVICES, MANUFACTURING, PROPERTY

During this deep-dive session panellists will share their main challenges and opportunities as B2B marketers.

- Advancing the marketing department as credible, growth and revenue driver for the business
- The importance of brand and positioning in undifferentiated industries - Engaging your people as your brand ambassadors and thought-leaders

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



ABB

Joanne Woo

Global Head of Marketing - Process Industries

02:30

AFTERNOON COFFEE & NETWORKING BREAK

03:00

KEYNOTE

03:25

KEYNOTE

03:45

CLOSING KEYNOTE

04:00

CLOSE OF CONFERENCE



12 REASONS TO ATTEND MELBOURNE'S LARGEST B2B MARKETING CONFERENCE FOCUSED ON REVENUE, GROWTH, LEADERSHIP AND PERSONAL CAREER ADVANCEMENT! - YOUR ROI!



PERSONAL & MARKETING LEADERSHIP

Learn from CMOs turned CEOs how you earn credibility and trust of your CEO, CFO and board to deliver on business objectives and speaking their language

Understand how you build constructive cultures in marketing teams - how you show up as a constructive marketer, growing as an engaging leader and growing an engaged team

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.



REVENUE MARKETING

Learn how to start and scale your revenue marketing transformation with practical advice to help you firmly establish marketing as an authority on revenue generation, with a firm seat at the leadership table

Understand how The Growth Engine Revenue Generation Value Chain™ will help you identify the drivers of revenue performance and its correlation to the four stages of marketing maturity; crawl, walk, run, and leap and tools and practices you need to move up the revenue marketing maturity stages



ABM - ACCOUNT BASED MARKETING

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

Learn how to get started, organisational pre-requisites and how to set up for future scale from scratch

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



DEMAND GENERATION & LEAD MANAGEMENT

Awareness and acquisition to increasing customer engagement and share of wallet from existing customers, how do you balance sales' and the businesses focus on short term (monthly and quarterly) focus with building long term thought-leadership and focus on lifetime customer value?

How do we pivot digital engagement in crowded environments?

How do we create and support sales alignment in digital mid and lower funnel and how can we drive pipeline acceleration to speed up the sales process?

We'll be sharing examples of what mutually agreed and clearly defined sales and marketing lead management process and lead definitions and the SDR/ISR functions



ICP, PERSONA & JOURNEY MAPPING

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



CUSTOMER EXPERIENCE IN B2B

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



ATTRIBUTION, REPORTING & ROI

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



DATA, INSIGHTS, DATA-DRIVEN DECISIONS & SEGMENTATION

In order to make any kind of data-driven decisions, derive insights and slice and dice you data it has to first be a 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?



CUSTOMER MARKETING

Understand how to establish customer marketing strategy as a critical function to retain, engage and grow revenue from customers Learn the building blocks of a "Platinum Experience Program"

How to leverage customer engagement, advocacy and voice of the customer programs



CONTENT MARKETING

Learn how to convince HQ to supplement your content strategy with a pilot - local, non-branded newsroom to drive demand and inbound leads and generate strong thought-leadership in the local market - in a heavily content-cluttered marketplace

How to identify an "empty" content niche by analysing existing local content players, and how to own bespoke and industry-respected research reports

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

Key metrics for content and how they tell a story on what to improve

Using content to progress conversations during long selling cycles and customer journeys



PARTNER/CHANNEL 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



BRAND POSITIONING, STRATEGY & 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

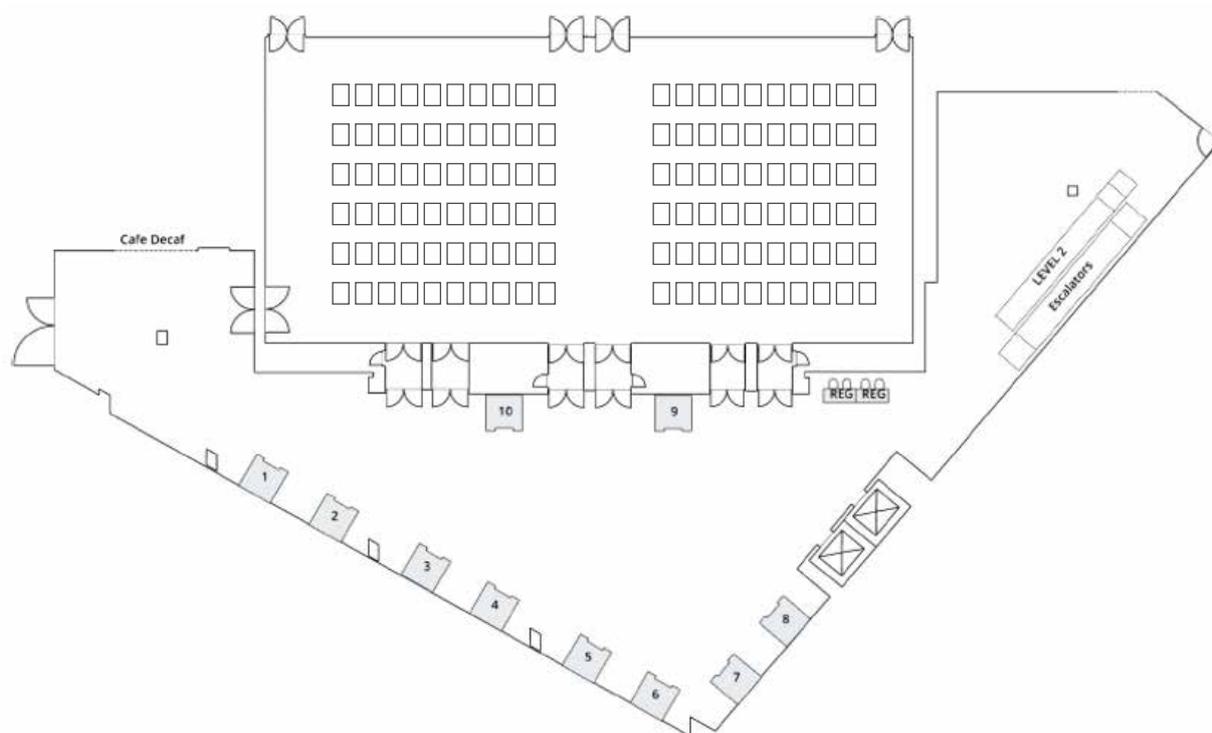
BOOK BEFORE 18 SEPTEMBER AND SAVE UP TO \$400!

SPONSORSHIP OPPORTUNITIES

We currently have the following sponsorship opportunities available:

<p>KEYNOTE SPEAKER DAY ONE MORNING</p> <p>ONE AVAILABLE</p>	<p>KEYNOTE SPEAKER DAY ONE AFTERNOON</p> <p>SOLD</p>	<p>KEYNOTE SPEAKER DAY TWO MORNING</p> <p>ONE AVAILABLE</p>
<p>HOSTING CMO DINNER</p> <p>ONE AVAILABLE</p>	<p>CHAIRING A TRACK OR BREAKOUT SESSION</p> <p>TWO SOLD</p> <p>FIVE AVAILABLE</p>	<p>HOSTING VIP BREAKFAST</p> <p>ONE AVAILABLE</p>
<p>EXHIBITION STAND ONLY</p> <p>TEN AVAILABLE</p>	<p>COFFEE CART SPONSORSHIP</p> <p>ONE AVAILABLE</p>	<p>NETWORKING DRINKS</p> <p>ONE AVAILABLE</p>

FLOORPLAN



Please contact Kristy Albers today to discuss how you can be involved as a sponsor
kristya@b2bmarketingleaders.com.au or call +61 (0) 404 951 186

PRICING & REGISTRATION

BOOK BEFORE 18 SEPTEMBER AND SAVE UP TO \$400!

The Sydney Forum held in-person in May sold out one month before the event – book early!

TWO DAY CONFERENCE 10 - 11 NOVEMBER 2021

BOOK 1-2 TICKETS

1,495 AUD pp

SAVE \$200 per ticket!

- ✘ Price before 21 Aug: \$1,295
- ✔ Price before 18 Sept: \$1,495
- ✔ Price before 16 Oct: \$1,595
- ✔ Price after 16 Oct: \$1,695

BOOK NOW

BOOK 3-6 TICKETS

1,395 AUD pp

SAVE \$300 per ticket!

- ✘ Price before 21 Aug: \$1,195
- ✔ Price before 18 Sept: \$1,395
- ✔ Price before 16 Oct: \$1,495
- ✔ Price after 16 Oct: \$1,595

BOOK NOW

BOOK 7+ TICKETS

1,295 AUD pp

SAVE \$400 per ticket!

- ✘ Price before 21 Aug: \$1,095
- ✔ Price before 18 Sept: \$1,295
- ✔ Price before 16 Oct: \$1,395
- ✔ Price after 16 Oct: \$1,495

BOOK NOW

AGENCY & VENDORS

1,695 AUD pp

We want to ensure we have enough tickets for our B2B Marketers.

Account Managers and Business Development Managers from agencies and service providers who's main objective is to network or sell solutions to the audience must buy this ticket.

BOOK NOW

Prices are exclusive of GST