

**THE ABM
INNOVATION
SUMMIT**

presented by
DEMANDBASE

#ABMSUMMIT



HERE COMES THE REAL THING
THE ABM INNOVATION SUMMIT

April 11-12, 2018 | Pier 27, San Francisco

Get ready to hear from real-life B2B marketers – like the ones featured above –
how they're getting real results with ABM.

9:00 AM
5:00 PM

ABM CERTIFICATION ▼

In just two short years, more than **1,500 B2B marketers** have become certified Account-Based Marketing strategists through Demandbase's own robust certification program. The program consists of three tiers of ABM certification: Foundations, Advanced, and the latest addition, Expert, making its debut at this year's conference.

ABM Certification: Advanced and Expert courses (Onsite)

With the implementation of ABM strategies growing exponentially and more best practices coming to light, this year we are thrilled to announce the addition of the Expert curriculum, a continuation of Advanced. Both Advanced and Expert courses will be offered onsite at the conference. Advanced will arm marketers with the insight they need to scale the ABM Strategy at their company; and Expert will provide marketers and their teams with the tools and resources needed to align them directly with corporate objectives and revenue and make ABM a comprehensive demand gen strategy. Additional course information below.

ABM Certification: Foundations course (Online only)

Not ready for Advanced or Expert ABM Certification? No problem! Go ahead and register for Advanced or Expert and we'll email you an offer code that enables you to take the Foundations course online before the conference for only \$99 (\$395 value). Additional course information below.

▶ FOUNDATIONS (Online Only)

Register for a Pro-Marketer Pass to enroll in the Advanced or Expert course and you will receive an offer code to enroll in Foundations for only \$99 (\$395 value).

Who should attend:

B2B marketing and sales professionals who are new to ABM and seek to understand the foundational components of a successful strategy. This curriculum provides valuable knowledge for marketers who are onboard with ABM, but want to bring their marketing and sales teammates up to speed.

Topics:

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

▶ **ADVANCED**

The Pro-Marketer Pass is required to enroll in this course. Breakfast and lunch included.

Who should attend:

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

Topics:

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

▶ **EXPERT***

The Pro-Marketer Pass is required to enroll in this course. Breakfast and lunch included.

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

Who should attend:

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

Topics:

- Leveraging a blended ABM strategy: 1:1, 1:Few, 1:Many
- Organizing and aligning your marketing team for ABM
- Tracking your success and informing your strategy with the right metrics
- Aligning and choreographing efforts of both Marketing and Sales
- Segmenting your audience to build programs throughout the funnel
- Building a tech stack designed for ABM

5:00 PM
7:00 PM

WELCOME RECEPTION

Join marketing peers from leading and emerging brands to enjoy artisan cocktails and hors d'oeuvres along the breathtaking San Francisco waterfront.

8:00 AM
8:45 AM

BREAKFAST

Fuel-up with fellow attendees over a healthy, hot gourmet breakfast.

9:00 AM
10:30 AM

GENERAL SESSION

Kick-start the day with inspiration from luminary speakers that will stimulate your sense of innovation and spark new ways of thinking.

Peter Isaacson
CMO, Demandbase

Chris Golec
Founder & CEO, Demandbase

Adam Blitzer
EVP & GM of Sales Cloud, Salesforce

Billie Jean King
Sports Icon & Social Justice Pioneer



Chris Golec



Peter Isaacson



Adam Blitzer



Billie Jean King

TRACK SESSIONS ▼

This year's session line-up includes innovative success stories from B2B leading brands, as well as insights from industry thought leaders and ABM practitioners.

10:45 AM
11:30 AM

▶ SESSION 1

REAL-LIFE ABM

Brandee Sanders

Director of Digital Marketing
& Analytics
BlackLine

From Pilot to Pipeline: How BlackLine Got Buy-in, Results and Budget with ABM

After attending the ABM Innovation Summit in 2016, BlackLine was ready to put ABM to the test, but still had to gain executive buy-in and, most of all, budget. In this session, Brandee Sanders will show you how her team aligned marketing with sales and executive teams, operationalized ABM and demonstrated results that helped secure the budget needed to launch a broader ABM strategy.

ABM IMPACT

Elle Woulfe

VP, Marketing
LookBookHQ

All-In ABM: The Evolution of an Agile Account-Based Strategy

You can't become an expert in anything overnight, and ABM is no exception. To be successful, an ABM strategy must be tested and optimized to reach its full potential. It takes trial and error to strike a balance between what buyers need and your goals as a marketer. Learn how LookBookHQ went from basic ABM to an all-in account-based selling and marketing strategy by testing, iterating, and refining their approach over time.

ABM INNOVATION

Michael McLaren

Executive Vice President
Merkle

Times Are a-Changin': Agencies and the New ABM Ecosystem

We're entering a new phase of ABM. Successful execution now involves the combined capabilities of the full marketing ecosystem. Critical in this ecosystem is the agency, though their ABM role has been murky up to now. Join this session to learn the agency's role in successfully executing and optimizing ABM strategies and how they can work closely with ABM vendors and data partners to drive mutual client success.

DEMANDBASE
IN ACTION

Dom Lindars

VP, Product - Marketing Solutions
Demandbase

Nani Jansen

Director of Marketing Operations
Demandbase

Demandbase Solution Overview: ABM Platform

Learn why the industry's only comprehensive ABM platform is the bedrock for any ABM strategy. Hear directly from our product team to find out what's new with the ABM Platform and peek into the future direction. You'll gain firsthand knowledge and best practices on how leading companies are leveraging the ABM Platform to execute successful ABM programs across the funnel.

TRACK SESSIONS ▼

11:45 AM
12:30 PM

▶ SESSION 2

REAL-LIFE ABM

John Bell

VP, Enterprise Digital Marketing
Travelers

ABM for Commercial Insurance: Lessons Learned at Travelers

With its focus on super-qualified accounts, ABM is an ideal strategy for the commercial insurance business. This session will provide the proof. You'll hear how Travelers executed ABM programs to reach Construction and Technology industry prospects and learn how the company used valuable content to engage target accounts at critical points in the buyer journey.

ABM IMPACT

Jenn Steele

VP, Product Marketing
Bizible

Measuring ABM Without Losing Your Mind

As you transition to ABM, it becomes critical to put a reliable measurement framework in place. But transforming from measuring a leads-based organization to an accounts-based organization can feel overwhelming – even crazy making. In this session, you'll learn how measuring ABM is all about the data, and how to make sure everyone involved gets the proper credit.

ABM INNOVATION

Lars Nilsson

VP, Global Inside Sales
Cloudera

Account-Based Sales Development and ABM: How to Create the Perfect Campaign

We all know that Marketing and Sales alignment is central to ABM success, but this alignment goes beyond just having shared metrics. Marketing and Sales need to work together to share insights, create personalized messages and leverage the right technology to reach their target accounts. As the creator of Account-Based Sales Development (ABSD), Lars Nilsson will discuss how to create a successful, integrated ABSD campaign.

DEMANDBASE
IN ACTION

Matt Aaronson

Sr. Product Marketing Manager
Demandbase

John Dering

Director of ABM
Technology & Strategy
Demandbase

Demandbase Solution Overview: Targeting Solution

Are your online advertising programs working as hard as they should? If you're curious to compare your results against leading B2B companies, or just want to evaluate online advertising, this session will answer your most pressing questions. Demandbase product experts will provide a glimpse of our current and future Targeting Solution and show you what real-life B2B practitioners are doing to drive awesome results.

TRACK SESSIONS ▼

1:45 PM
2:30 PM

▶ SESSION 3

REAL-LIFE ABM

Pat Oldenburg

Sr. Director of
Digital Marketing & Ops
ServiceMax by GE

AI and ABM Supercharges Business Growth for ServiceMax

In early 2017, the ServiceMax marketing team was faced with a daunting challenge: aggressive pipeline goals and a fixed budget. In this session, Pat Oldenburg will share his learnings and insights around leveraging artificial intelligence (AI) and real-time intent to see out-of-this-world results. From identifying the right accounts to personalizing the web experience for each visitor, you'll hear how AI helped the ServiceMax strategy take off.

ABM IMPACT

John Hurley

Head of Product Marketing
Radius

Orchestrating Omnichannel ABM with B2B Data and Intelligence

The secret to jumpstarting a successful ABM strategy isn't so secret: start with quality data, add the right orchestration tools and finish off with Sales and Marketing alignment. Of course, knowing what it takes is one thing, putting it all together is another. Join this session with John Hurley to get a step-by-step action plan that will help you move from theory to successful practice.

ABM INNOVATION

Elliott Bundy

Chief Marketing Officer
XL Catlin

Using ABM to Build a Brand Inside and Out

XL Group had an unusual challenge for a company of their size: they lacked a global CRM, which meant they had data constraints that ultimately resulted in cumbersome marketing practices. Come learn how XL Group executed an ABM strategy that aligned their team around a common data set, shifted the internal view of Marketing toward growth enablement and helped the company boost web traffic from target accounts across multiple verticals.

DEMANDBASE
IN ACTION

Phil Hollrah

VP, Product Marketing
Demandbase

Mimi Rosenheim

Director of Web Marketing
Demandbase

Demandbase Solution Overview: Engagement Solution

Your website is one of your most critical marketing channels. Yet, it can be challenging to provide a relevant experience for site visitors. In this session, you'll see how real-life B2B practitioners, including the Demandbase marketing team, leverage our Engagement Solution to boost their website results. You'll walk away with specific examples of how you can leverage artificial intelligence and put website personalization into action.

TRACK SESSIONS ▾

2:45 PM
3:30 PM

▶ SESSION 4

REAL-LIFE ABM

Kelly Dotson

Chief Marketing Officer
SAVO Group

Amanda Wynne

Sr. Director of Marketing
SAVO Group

Getting ABM Up & Running to Create a Pipeline Gen Machine

With the goal of increasing Demand Gen and Sales efficiency, SAVO leveraged Demandbase to improve account selection, execute an integrated ABM strategy, and profoundly shift alignment between Marketing and Sales. This session provides a proven blueprint for how to quickly implement ABM – even with constrained resources – to drive measurable pipeline and revenue.

ABM IMPACT

Heidi Bullock

Chief Marketing Officer
Engagio

From Prospect to Customer: Maximize Lifetime Value with ABM

Everyone is talking about ABM. However, some big myths could be holding you back from seeing success. First, ABM doesn't have to be a massive undertaking. In fact, you can get up and running quickly. Second, ABM isn't just for top of funnel. It spans all stages of the Customer Journey, including post-sale. In this session, Heidi Bullock will share real-world examples and proven ABM secrets to land and expand target accounts at scale.

ABM INNOVATION

Jon Lombardo

Global Brand Strategy Lead
LinkedIn

The Future of B2B Marketing: Trends and Implications for Marketers

B2B marketing is changing faster than most marketers can grasp and act on. In this session from LinkedIn, you'll learn key emerging trends in B2B marketing and find out how programmatic advertising can help B2B advertisers capitalize on new opportunities. The presentation aims to challenge you to question conventional marketing wisdom and rethink how to build brand and generate revenue through programmatic.

DEMANDBASE
IN ACTION

Adam Nichols

Director of Product Marketing
Demandbase

Jay Tuel

VP, Sales Development
Demandbase

Demandbase Solution Overview: Conversion Solution

Every successful ABM initiative includes your counterparts in Sales. And it's critical for Sales to get the account-based data they need to engage the right people within your target accounts. Come learn from our product experts how the Demandbase Conversion Solution delivers the context and insights Sales needs to close business faster. Bonus: hear from Demandbase's SDR leader how his team leverages these insights every day.

3:30 PM
5:15 PM

GENERAL SESSION

Steven Casey

Principal Analyst, Forrester

Aasif Mandvi

Actor, Writer & Producer



Steven Casey



Aasif Mandvi

5:15 PM
7:15 PM

CLOSING RECEPTION

Close out the 2018 Summit in San Francisco style with world-class cocktails and unforgettable cuisine.

SPEAKERS

This year's lineup of speakers promises to deliver powerful and actionable insights to help you reach prospects and customers with compelling content, align marketing activities with account strategies, and engage and close deals faster.

KEYNOTE SPEAKERS



Billie Jean King
Sports Icon &
Social Justice Pioneer



Aasif Mandvi
Actor, Writer & Producer



Adam Blitzer
EVP & GM of Sales Cloud,
Salesforce



Steven Casey
Principal Analyst, B2B
Marketing, Forrester



Chris Golec
Founder & CEO, Demandbase



Peter Isaacson
CMO, Demandbase

SESSION SPEAKERS



Brandee Sanders
Dir. of Digital
Marketing & Analytics,
BlackLine



Michael McLaren
Executive Vice
President,
Merkle



Kelly Dotson
Chief Marketing
Officer,
SAVO Group



Amanda Wynne
Sr. Director of
Marketing,
SAVO Group



Lars Nilsson
VP, Global Inside
Sales,
Cloudera



Elle Woulfe
VP, Marketing,
LookBookHQ



Pat Oldenburg
Sr. Director of Digital
Marketing & Ops,
ServiceMax by GE



Alan Fletcher
Chief Product Officer,
Demandbase



Heidi Bullock
Chief Marketing
Officer,
Engagio



Elliott Bundy
Chief Marketing
Officer,
XL Catlin



Phil Hollrah
VP, Product
Marketing,
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Marketing,
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