

March 1, 2018

Time	Session Information			
8:00 – 9:00 a.m.	Registration / Networking Breakfast			
9:00 – 10:30 a.m.	 Keynotes	9:00 – 9:15 Welcome Megan Heuer <i>SiriusDecisions</i>	9:15 – 10:00 What High Performing Canadian Companies Do Differently Ally Motz <i>SiriusDecisions</i>	10:00 – 10:30 Guest Client Keynote <i>Export Development Canada</i>
10:30 – 11:00 a.m.	Networking Break in the Marketplace			
11:00 – 11:45 a.m.	 Case Study Session 1		 Case Study Session 2	
11:45 – 11:55 a.m.	Movement Break			
11:55 a.m. – 12:40 p.m.	 Case Study Session 3		 Case Study Session 4	
12:40 – 1:45 p.m.	Networking Lunch in the Marketplace			
1:45 – 3:15 p.m.	 Keynotes	1:45 – 2:30 The Audience-Centric Imperative: What marketing and product leaders must do to make the critical transformation to audience-centric go-to-market models Monica Behncke, Jeff Lash <i>SiriusDecisions</i>	2:30 – 3:15 Building the Ideal Sales Engine: Insights from the SiriusDecisions Command Center™ about what high performing sales functions must do to stay ahead of the competition and help their sellers win Nancy Maluso, Peter Ostrow <i>SiriusDecisions</i>	
3:15 – 3:45 p.m.	Networking Break in the Marketplace			
3:45 – 5:00 p.m.	 Keynotes	3:45 – 4:15 Guest Client Keynote <i>Softchoice</i>	4:15 – 5:00 Driving the Right Demand: How to use different demand creation models to identify and deliver effective demand for your company and how to measure the right way using the Demand Unit Waterfall Bob Peterson, Jonathan Tam <i>SiriusDecisions</i>	
5:00 p.m.	Closing Remarks Megan Heuer <i>SiriusDecisions</i>			
5:00 – 6:30 p.m.	Networking Reception			

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