



# Agenda

8:00am **Breakfast**

8:45am **Welcome to Game Changers – Do You Have What It takes?**

**Mark Tack**

Mark kicks us off, previews and sets the tone for the day at Game Changers. His unique view as a CMO working with many other CMOs and their teams provides a reality check for the current state of B2B marketing and where we're headed. He asks out of the gate: "Are you a Game Changer?"

9:00am **A 2020 Vision for B2B Marketing: The Dawn of Marketing Orchestration**

**Jeremy Bloom**

Marketing Automation was the capability that inspired a generation of B2B marketers to shift from brand marketers to revenue marketers. Today, it's not enough. Integrate CEO and founder Jeremy Bloom makes the case for the rapid rise of the next generation – Marketing Orchestration – and shares what it means for you and for B2B revenue teams.

9:30am **What It Takes to Change the Game – A CMO View**

**Carrie Palin**

Marketing Execs are in the hot seat. They're under tremendous pressure to drive change, deliver numbers and transform the customer experience. We've recruited strong marketing leaders to share their strategies, challenges and game plans to break through the noise, to scale marketing and to compete in a hyper-dynamic world.

10:10am **Networking Break**

10:35am **Orchestrated Storytelling to Drive Demand**

**Jill Pringle**

Storytelling has long been considered a brand-related discipline. But today, in a marketplace that is inundated with messaging, it's more important than ever for B2B marketers to consistently deliver messages that are thought-provoking, memorable and that resonate. That's easier said than done. In this session, classical singer and story-telling expert Jill Pringle draws from her music experience and marketing expertise to help your organization speak in unison and deliver strong pipeline results.

**11:10am Are Sales and Marketing Equal Partners?**

**Hosted by Women in Revenue: Frannie Danzinger, Lauren Goldstein, Jennifer Pockell Dimas**

Marketing and sales leaders represent their tribes, debating and making their cases for how sales and marketing can change up the dynamic, bantering on topics such as: “Who should own which number?” and “Are B2B teams ready for the sales and marketing (revenue) ops mash up?” HINT: Dump the over-done concept of “sales and marketing alignment.”

**11:40am Marketing as an Enterprise Value Driver**

**Adam Komack**

Understanding Marketing’s business value is under constant scrutiny. In this session, we learn how the marketing team at Akamai is leading a company go-to-market transformation while evolving marketing’s role in the organization, how they work with sales, and the role of brand + demand to meet the company’s growth mandate.

**12:10pm Lunch**

**1:00pm Activate Your Brain: The Neuroscience of Success**

**Scott Halford**

An internationally renowned speaker and bestselling author, Scott Halford weaves psychology, brain-based behavioral science, emotional intelligence, and critical thinking into actionable insights. Insights that stick. Insights that help you succeed at work, in relationships—in life. His approach is unlike any other keynote speaker you’ve seen. Scott acts as a conduit between the audience and the complexities of neuroscience to demonstrate how understanding your brain can make you an effective leader and human being. It’s one session that will leave you thinking.

**2:00pm Path to Unity: A Discussion with Three Experts Who Understand the Journey**

**Mark Tack, Jaime Punishill, Colleen Langevin, David Alexander**

Today’s marketers are tired of road blocks. They’re no longer content with managing marketing programs and data in silos. They’re moving toward an integrated approach—embracing marketing orchestration. We’ve brought together three experts for a fireside discussion on this critical topic. They’ll share the triumphs and trials they’ve encountered. They’ll talk about the value of unifying all top-of-funnel channels. And they’ll explain the importance of traveling the path to unity at a steady, sure pace. Most important, they’ll offer insight into how traveling that path will serve their needs, and yours, in the years ahead.

**2:45pm The Shift to Account-Focused Marketing**

**Scott Vaughan, Ben Howell**

Expectations of Marketing to increase brand relevancy, drive demand and generate revenue have never been greater. With savvy customers and dynamic markets, it takes next-level orchestration of teams, messaging, content, programs, data, tech and processes. Game changers from market leaders Palo Alto Networks and Salesforce share their thinking, approach and team’s work on winning marketing strategies.

**3:10pm Networking Break**

3:30pm

### **Account-based Strategies That You Can Bank on**

**Colby Cavanaugh, Jon Miller, Patrice Greene, Mike Burton**

We're five years(ish) into the ABM movement. Whether you're at stage one or an advanced pro, this session will provide realities, lessons from the frontline, and ideas to shape your account-based strategy that you can deliver in 2020. Hear from a panel of ABM company founders. We'll skip the industry view and delve into how to make it work for your organization.

4:15pm

### **Using Orchestration to Power Your Growth**

**Mark Horton, Daniel McKeever**

Mark and Danny, the Demand and Ops duo at high-growth SaaS company BetterUp, share their journey of building a marketing machine from the ground up. Among many topics, they discuss the challenge of balancing brand and demand, investing in the right tech, building dashboards that drive the business, and figuring out how to make an impact from day one.

4:45pm

### **Game Changers Winner Recognitions and Closing**

Join Mark as we take a moment to honor our 2019 Game Changer Award Winners and close out the day. Then, meet us in the Solution Showcase for drinks and light bites to celebrate all the Game Changers. Together, we'll end Game Changers by contemplating the great ideas that are unifying us today, and by imagining the innovations yet to come.

5:00pm

### **Solution Showcase Experience**

# Justify Your Trip to Game Changers B2B Conference

## **Background of the Game Changers B2B Conference**

Game Changers is the ultimate conference for the everyday marketing leader that comes to work with the goal to create positive change in their organization. This is a one-day event that houses 300 of the industry's top marketing minds; both on stage and in the audience.

One of the more unique aspects of Game Changers is that this conference is a result of a program that recognized peer marketers for outstanding work – work that may have been risky at first and took guts to implement. Nothing worth doing was ever easy and Integrate made a point to showcase that hard work. By creating a community of outstanding B2B marketers, it felt necessary to showcase their knowledge on a larger platform than an eBook or a webinar – enter the Game Changer B2B Conference.

## **We're Different Than the Rest**

We pride ourselves on being able to deliver a learning experience unlike any other. By attracting the best of the best, Game Changers attendees not only learn from the sessions, but from the other audience members they network with throughout the day during designated social interaction time.

Game Changers is a conference built from the desire to learn. Not enormous expo halls, not extravagant parties, and definitely not a swag-dump; only learning and networking. Upon your departure from the conference, you will take real-world tips and actionable ideas back to your organization so that you too can be a game-changer.

## **The Cost of Not Attending**

The benefits of attending Game Changers far outweigh the investment. With a ticket price of only \$499, Game Changers is one of the more affordable events in the space; despite the top-notch content and attendee quality.

If you're coming from out of town, Integrate has secured a discounted room block at the Intercontinental hotel from October 6–October 9 at just \$289/night; a much lower rate than other hotels in the SOMA district, and only a 5 minute walk to the conference venue.

The knowledge gained from a trip to Game Changers is invaluable to a marketing organization. The first day of work after Game Changers will be refreshing – with the marketing leader constructing strategic visions and feeling empowered.