

## Summit 2009 Conference Agenda and Presentation Descriptions

SUMMIT HOURS	May 13 Wednesday	May 14 Thursday	May 15 Friday
<b>Birds of a Feather Breakfast</b>		7:15 am – 8:15 am	7:15 am – 8:15 am
<b>Pre-conference workshop</b>	10:00 am – 12:00 pm		
<b>Registration</b>	10:00 am – 5:00 pm	7:30 am – 5:00 pm	
<b>Welcome Address</b>	1:00 pm – 1:30 pm		
<b>General Session</b>	1:00 pm – 5:00 pm	8:30 am – 5:00 pm	8:30 am – 12:00 pm
<b>Sponsor Exhibits</b>	5:00 pm – 7:30 pm	10:00 am – 10:30 am 12:00 pm – 1:00 pm 2:40 pm – 3:10 pm 6:00 pm – 7:00 pm	10:05 am – 10:35 am
<b>Welcome Reception</b>	5:00 pm – 7:30 pm		
<b>Dinner Reception</b>		6:00 pm – 8:00 pm	

### PRESENTATION TIMES

#### Wednesday – May 13, 2009

1:00 pm – 1:30 pm	Making the Case for Sales and Marketing Integration
1:30 pm – 2:15 pm	<b>Best Practice presentation</b>
2:15 pm – 3:25 pm	A Revealing Look Inside a Global Demand Center
3:30 pm – 4:00 pm	<i>BREAK</i>
4:05 pm – 5:00 pm	The Future is Now: The Readiness Technology Roadmap

#### Thursday – May 14, 2009

8:30 am – 9:15 am	<b>Best Practice presentation</b>
9:15 am – 9:55 am	Pipeline Dynamics: Sharpening Your Focus Beyond Revenue
10:00 am – 10:30 am	<i>BREAK</i>
10:35 am – 11:15 am	The Care and Feeding of Leads
11:15 am – 12:00 pm	<b>Best Practice presentation</b>
12:00 pm – 1:00 pm	<i>LUNCH</i>
1:05 pm – 1:50 pm	The Convergence of Social and Traditional Media: A New Reputation Model
1:50 pm – 2:35 pm	Channels – Marketing, Enablement, Metrics, Alignment
2:40 pm – 3:10 pm	<i>BREAK</i>
3:15 pm – 4:00 pm	The Dynamics Behind the Demand Waterfall
4:00 pm – 4:45 pm	<b>Best Practice presentation</b>

#### Friday – May 15, 2009

8:30 am – 9:15 am	<b>Best Practice presentation</b>
9:15 am – 10:00 am	The Many Faces of Account-Based Marketing
10:05 am – 10:35 am	<i>BREAK</i>
10:40 am – 11:30 am	Sales Playbooks – A “How To” Game Plan for All Seasons
11:30 am – 12:00 pm	Closing Remarks

\* Presentations and times subject to change.

### **Pre-Conference Workshop – SiriusDecisions 101**

This complimentary workshop is in direct response to requests from past attendee first-timers to create a pre-conference introduction to the basic concepts that will be discussed during the Summit. Participants will gain a fundamental understanding of some of the more complex ideas that will be presented throughout the three days in Scottsdale.

Topics will range from unlocking the mysteries of a myriad of acronyms (e.g., CSC, MQL, SQL, MRM, SAL, SPM), to breaking down our commonly used nomenclature with clear content explanations that will serve as a robust appetizer to the “main course” of timely 2009 Summit presentations.

### **Welcome Address – Making the Case for Sales and Marketing Integration**

For a long time, SiriusDecisions has made the case for greater, tighter, more disciplined integration between sales and marketing. Integration of these functions makes intuitive sense but does all of the time and effort, not to mention resources required, make financial sense? Do we impact the top and bottom line positively to make the investment worthwhile? SiriusDecisions has found that the answer is, unequivocally, “yes.” In this keynote presentation, we will make the business case for sales and marketing integration by answering the following questions:

- How can you optimize the value of examining the relationship to marketing dollars spent and revenues returned, and to marketing dollars spent and shareholder value returned?
- How can you measure your impact on the overall health of the company?
- How can you measure the impact of reputation on demand creation and revenue, and then tie it back to sales readiness?
- What are the key characteristics of the best-in-class companies that focus on performance through integration?

### **A Revealing Look Inside a Global Demand Center**

Leverage. How can you get your global marketing community to leverage best practices and field marketing 2.0 strategies to ensure that the most effective campaign is being deployed appropriately across the globe? While process and technology will help, a change in the marketing organization structure is required. SiriusDecisions sees organizations implementing integrated global marketing organizations called “demand centers” to address these key issues.

In this presentation, we will answer the following questions:

- What is a demand center, and what are the different models being used today in the market?
- What is the value of the demand center approach?
- What is a pragmatic way to implement a demand center?
- How has the global economic turbulence impacted the creation of an optimum marketing strategy?

### **The Future is Now: The Readiness Technology Roadmap**

If you think you're fully leveraging the value of technology, think again. While a core technology infrastructure is now in place for nearly 90 percent of b-to-b sales organizations, our research shows that sales productivity applications are deployed in less than half of these companies. To be successful, sales automation 2.0 platforms must now be built to drive productivity around the tasks and interactions that form buying/selling cycles. In this presentation, we will answer the following questions:

- How do I lay out a vision for real change through an optimum sales automation 2.0 platform?
- What are the five key issues sales leaders must address to capitalize on future technological investments?
- How do I ensure that the proper processes are in place to achieve maximum impact?
- What applications are emerging that will truly help salespeople sell and managers manage?

#### **Pipeline Dynamics: Sharpening Your Focus Beyond Revenue**

Ever have an MRI that discovered an injury or medical problem that was missed by an X-ray? In this case, consider the X-ray as a metaphor for the traditional one-dimensional way of looking at the sales and marketing pipeline – strictly focused on revenue. However, leading companies are now evolving that outdated X-ray outlook into a more robust “MRI” perspective that emphasizes overall pipeline productivity, encompassing all aspects of sales and marketing effectiveness. In this presentation, we will answer the following questions:

- How do you identify weaknesses in processes, skills or product capabilities?
- Why should marketing be added to the funnel, and how do you measure the subsequent impact on leads and net new opportunities?
- What are the best ways to measure conversion rates – from MQL to SQL and by sales phase – and how do you expand sales cycle length?
- How do you develop a success profile for revenue, conversions and sales cycle length?

#### **The Care and Feeding of Leads**

The last thing anyone in the b-to-b sales and marketing world wants to do – particularly in a down economy – is to squander a single prospect. As a result, a robust strategy to nurture leads and the specific approaches to do so are no longer luxuries. In this presentation, we will answer the following questions:

- What does a three-pronged lead nurturing strategy entail?
- What are the processes that surround each type of nurturing?
- How must sales and marketing work together to maximize the effects of lead nurturing efforts?
- How does technology specifically come into play to enable effective nurturing?

#### **The Convergence of Social and Traditional Media: A New Reputation Model**

Reputation is everything. It can make you. It can break you. And it plays a primary role in creating awareness and credibility for your company and your brand; but how do you prove that? In this presentation, we will answer the following questions:

- Why should leading organizations link a significant portion of their reputation efforts to creating demand?
- What is the demand creation convergence zone created by effectively leveraging both social and traditional media?
- Why are key performance indicators better reputation measures than quantitative metrics?
- How do you move beyond clichéd social media concepts such as customer alignment?

#### **Channels – Marketing, Enablement, Metrics, Alignment**

The mandate to enable your partners is more important than ever before, but what does that require beyond just sending them leads? Effectiveness takes focus, visibility into your channel partners’ potential and needs, and a take-no-prisoners view of performance. Fewer than one in five channel chiefs we surveyed tell us their performance is “excellent.” In this presentation, we will answer the following questions:

- What are the leaders doing – and what are they learning?
- Which technologies, tools and tactics that have proven effective at partner program management?
- How are closed-loop reporting and tracking key metrics improving partner programs?
- What programs are helping leaders leverage their co-op, MDF and training funds?

#### **The Dynamics Behind the Demand Waterfall**

The demand waterfall – a multi-stage view of new business creation efforts shared by marketing and sales – is rapidly becoming a gold standard in the b-to-b world. With so many waterfalls still so new, however, many mysteries remain behind the numbers they are yielding, how they change and why. In this presentation, we will answer the following questions:

- Why can't organizations take only a backward-looking approach to judge current waterfall performance?
- What are the most common reasons that conversion rates within the waterfall decrease?
- Why must both internal and external factors be considered when diagnosing waterfall issues?
- How can marketing and sales use the waterfall more effectively to forge joint strategies and tactics?

#### **The Many Faces of Account-Based Marketing**

Selling to the customers you have is a key component of meeting sales goals, but what about focus from marketing? Forward-looking marketers are taking a fresh look at their customer data and developing dedicated programs to help sales better target this group. From strategies for large account marketing (LAM), to the new frontier of current account marketing (CAM), leveraging content and delivery options to cross-sell, upsell and improve relationships represents untapped potential for nearly all marketing teams. In this presentation, we will answer the following questions:

- How can you get started using a simple checklist of customer information?
- What are the roles marketing can play to support sales account planning?
- How do you leverage traditional marketing tactics to deliver more effective customer programs?
- How can customer feedback become your secret weapon?

#### **Sales Playbooks – A “How To” Game Plan for All Seasons**

Playbooks aren't just an essential planning tool for gridiron wars. They are essential to effective sales and marketing integration and execution. Let us show you how best-in-class companies are developing playbooks that have measurable impact on the effectiveness of the sales team and partner channel, as well as product marketing. In this presentation, we will answer the following questions:

- How do you draw-up better policies and procedures?
- How do you build winning strategies in a consistent, systematic way?
- Why should you set your end-game ground rules to go big (impact) or go home?
- How do you measure the impact of your playbooks and improve them?