

# Account-Based Everything

9:30-9:40	Conference welcome		
9:40-9:55	Why now for ABM? A state of the nation report	Joel Harrison, editor-in-chief, B2B Marketing	
9:55-10:25	Introducing the ABM maturity model – your journey to ABM nirvana	Joel Harrison, editor-in-chief, B2B Marketing and Shane Redding, marketing consultant, Think Direct	
10:25-11:05	Oracle’s ABM journey: building a bridge from strategic to programmatic	Michael Avis, senior director ABM, Oracle	
11:05-11:35	Coffee break		
11:35-12:15	How to be an ABMer	Andrea Clatworthy, head of ABM, Fujitsu	
12:15-12:45	<b>Panel discussion:</b> Making ‘everything’ count in ABM – and why it’s time to go beyond sales and marketing alignment	Moderated by Robert Norum, ABM consultant, McDonald Butler. Panellists: Dorothea Gosling, global head pursuit marketing and demand generation programs, DXC Technology; Andrew Brown, director of sales, strategic accounts, Nice Systems	
12:45-13:45	Lunch		
13:45-15:25	Breakouts		
	<b>Room: Thames 1</b>	<b>Room: Thames 2</b>	<b>Room: Westminster</b>
13:45-14:15	Why ABM is the new normal in B2B marketing Robert Norum, ABM consultant, McDonald Butler	Selecting, deploying and overcoming barriers. Pulse and client Couchbase take us through the success of real-time, data-led ABM. Ricky Abbott, account-based marketing strategist, Pulse	How to implement an ABM plan (and gain internal support along the way) Luke Mendoza, campaign manager, MDSL
14:20-14:50	ABM and AI: How artificial intelligence can enhance your ABM strategy Jessica Fewless, VP ABM strategy, Demandbase	Strategic or programmatic? Picking the right flavour. Katherine Almond, head of B2B strategy, Bray Leino	ABM maturity index interactive workshop Shane Redding, marketing consultant, Think Direct
14:55-15:25	How to get your subject-matter experts at the heart of account-based marketing Tom Elgar, co-founder, Passle	Old wine in new bottles: Creative purpose built for ABM Julie Wisdom, creative strategist, Alias Partners	Bringing ABM to life in 30 minutes Alisha Lydon, CEO and founder, Momentum ABM
15:30-15:55	Coffee break		
15:55-16:35	<b>Panel discussion:</b> Hype versus hope: tech and the future of ABM	Moderated by Joel Harrison, editor-in-chief, B2B Marketing. Panellists: Claire Nash, director of strategy, Momentum ABM; Riaz Kanani, joint MD and co-founder, Radiate B2B; Zoe Hominick, head of business marketing, O2	
16:35-17:15	ABM in action and planning for the future	Bev Burgess, senior VP, ITSMA Europe	
17:15-18:30	Closing remarks, followed by networking drinks reception		

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