

Synchronise to optimise

Sales + Marketing truly aligned.



Thursday, 15 March 2018 – Plenary sessions, the Amber suites

Dress code: business casual

10.00	Coffee break	11.30	Coffee break
10.30	Welcome and Hg update	11.45	Optimising your lead data Customer and pipeline refresh <i>Sovos</i> Predictive lead scoring <i>Citation</i>
11.00	Sales and Marketing alignment Accelerate cross-sell through client engagement <i>Mitratesch</i>	12.30	Buffet lunch at the Glasshouse restaurant Discussion topics by table


Marketing

13.30 **Introducing Hg marketing best practice frameworks**
Discussing the portfolio marketing survey results

14.10 **Customer insight and buyer personas**
Citation's customer insights | *Meridian West*
Customer research in practice | *Citation*

14.45 **Coffee break**


15.05 **Product-market-pricing**
Best practice to design your proposition
Mitratesch

15.35 **Good, bad and ugly: all you should know about website modernisation** 
Mobile first - should we believe the hype? | *Esendex*
Making impossible, possible | *The Foundry*

16.05 **Coffee break**

16.20 **Martech: Game changer or hype?**
Pragmatic tips to deliver results fast | *Sovos*

16.50 **Wrap-up: Day 1 takeaways**

17.00 **Optional 1-1 clinics:** 
Brand with Mark South
Data analytics and AI with Adam Hadley, Christopher Kindt and Amr Ellaban
Martech with Jolanta Pilecka and Jason Richards
Marketo and Marketing Automation with Gavin Dimmock
Brand, creative and websites with John Shaw
Customer insights with Ben Kent


19.00 **Drinks and canapes at the Cedar foyer**

20.00 **Dinner at the Cedar suite**


Sales

Introducing Hg sales best practice frameworks
Discussing the portfolio sales survey results


Accelerating growth:
Managing and motivating your sales team
Henrik Dyring, former Chairman of *Zitcom*

Accelerating rep onboarding and productivity: 
Best practices in sales content and training
Radius

From the frontlines: implementing pricing changes with your sales teams
Evaluate

Knowing your numbers: 
Best practices in planning and pipeline management

Wrap-up: Day 1 takeaways

Optional 1-1 clinics: 
Positioning with Bob Wright
Pricing with Maria Orłowski and Chris Peacock
Sales organisation, planning and compensation with Mark Fulford
Customer and prospect database research with Susan Lin and Dominic Jaworski

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✖ Hg

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- 08.45** **Demand centre**
Delivering repeatable growth | *AVEVA* case study
- 09.15** **'Digital first' marketing**
How to increase company value
by 10% in less than a year | *turntwo*
Driving revenue with PPC | *Vast Visibility*

Sales

- Moving higher in sales cycles and engaging exec buyers**
Firebrick
- The changing customer lifecycle and sales role**
Lessons learnt from transitioning to subscription models
Blue Ridge Consulting

10.00 **Coffee break**

10.30 **Putting lessons learnt into
pragmatic actions**

10.50 **How to handle and operationalise GDPR**
Marketo

**Putting lessons learnt into
pragmatic actions**

Using sales tech to drive value
Working session

Plenary sessions, the Amber suites

11.15 **Introducing the Community Portal**

11.45 **How AI delivers today**
Cognizant

11.30 **Synchronise to optimise**
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12.15 **Wrap up: Actionable plan for 2018**

12.30 **Buffet lunch at the Glasshouse restaurant**

13.30 **Forum ends**



Interactive sessions. Please contact jolanta.pilecka@hgcapital.com by 10th March to book your optional 1-1 clinics and guarantee availability. Sessions can also be booked during the event if spaces remain.