

Wednesday, August 8, 2018



1:00 - 1:15 pm
Welcome & Opening Remarks
Lynn Yanyo, ISBM Executive Director

Building E51, Room 376



1:15 - 2:15 pm
CRAVE: Enhance Employee Motivation in 10 Minutes By Friday™
Gregg Lederman, CEO Brand Integrity

Building E51, Room 376

Many leaders and managers are stressed at work like never before with too much to do, too little time, and too many distractions. But not everyone is struggling...some have figured out how to create a better work place where employees are happier, more motivated, and more productive. In this highly interactive keynote, learn the 10 Minutes By Friday™ habit for giving people more of what they CRAVE! So you and your team can achieve the business results that matter most to your firm.



2:15 - 3:00 pm
Making the Invisible Visible: How Parata is Living Their Brand
Dawn Astorino, Director of Marketing, Parata Systems

Building E51, Room 376

Parata's pharmacy automation solutions ensure safety, accuracy, and efficiency. A few years ago, Parata transformed their business to better align with the larger health care market and position the company for future growth and new opportunities. This restructuring left Parata's new leadership team with two daunting challenges: disengaged employees and skeptical customers. Learn how Parata refreshed their brand experience; defined customer experiences; and measured results through bottom-line impact.



3:30 - 4:30 pm
The Customer Experience Edge: Technology Is Changing the Game as Customers Are Changing the Rules of Engagement
Volker Hildebrand, Global Vice President, SAP Customer Experience Solutions, SAP and author of "The Customer Experience Edge"

Building E51, Room 376

In today's digital economy information technology is playing a critical role in how companies can gain a competitive edge. The digital transformation is impacting every industry and at the epicenter of this change is the customer experience, which will redefine every company's business model and how they deliver value. In this session we will discuss both technology and (empowered) customers as the driving forces of digital transformation, how it is impacting marketing, sales & service and the entire supply chain. We will talk about data as the digital fuel and provide multiple case studies of how companies leverage the latest technologies – including AI, IoT, mobile, cloud – to engage with their customers and gain a customer experience edge.



4:45 - 5:45 pm
Accelerate B2B Conversions with Personalized Engagement and Optimization
Joe Fuster, Global Head of Customer Experience Cloud, Oracle

Building E51, Room 376

B2B customers expect personalized, engaging experiences, but where do you even start? The growth of AI makes it possible to accelerate B2B conversions by optimizing engagement for your visitors from the moment they hit your website, mobile site, or app. We will discuss how incorporating artificial intelligence into B2B marketing programs empowers marketers to create more relevant experiences that lead to better conversion rates, tests the content, and measures the impact of online campaigns.



5:45 - 6:00 pm
Wrap Up & Review of Voice of the Membership
Becky Williams, ISBM Director

Building E51, Room 376

6:00 - 7:30 pm
Networking Reception

Samberg Center 7th Floor

Thursday, August 9, 2018



9:00 - 10:30 am

Building E51, Room 376

The Benefits of Customer Based Strategic Planning

Hari Sridhar, Center for Executive Development Professor of Marketing, Texas A&M University

Despite the enormous resources placed into strategic planning, there's very little evidence for its effectiveness. Many companies fail to achieve the intended results which typically focus on mission, vision, and values or elaborate budgeting processes. Using examples from B2B firms that have implemented Customer-Based Strategic Planning, we'll introduce a simple method for linking customer value to organizational competencies and strategic planning that results in agility, effectiveness, and financial accountability.



11:00 - 12:00 pm

Building E51, Room 376

Creating a Customer-Centric Culture

Ed O'Boyle, Global Practice Leader, Gallup

As B2B industries have become increasingly commoditized, B2B companies have recognized the need for establishing a different type of relationship with their customers. Simply selling and delivering on a good set of products is no longer enough. B2B companies need to become partners with their customers, helping those customers address some of their most pressing business challenges. This had led to the proliferation of value-added services and solutions across B2B industries. It has also forced B2B companies to rethink how they manage their accounts to be customer-centric. This session will explore what it takes for B2B organizations to optimize their customer relationships to create a customer-centric culture and how focusing on your entire ecosystem can help unlock new ideas and growth opportunities for your organization and energize your culture.



12:00 - 1:00 pm

Building E51, Room 376

Best Practices for B2B Product Development Market Research

Richard Treitel, President, Treitel Consulting

This presentation outlines best practices for B2B product development market research and will focus on: market research and its role in customer engagement; the 12 common errors in carrying out B2B market research; B2B market research practices that you can put into effect right away; B2B market research case studies; and a practical roadmap for implementation.

1:00 - 2:30 pm - Lunch

Building E62, 2nd Floor Gallery, Room 233



2:30 - 3:30 pm

Building E51, Room 376

Your Experience is Your Brand: The Case for a More Strategic Approach to Customer Experience Management

Ralph Cummins, Brand & Experience Strategist, EMM Group

Global market dynamics and trends have changed the B2B success playbook forever. Commoditization, pricing pressure, channel complexity, customer demands for knowledge, and more have all combined the way we think about how we engage and deliver value to customers. B2B customers, facing the same pressures, are looking for new and better ways to partner with their suppliers, thus creating the need for B2B marketers to take a more strategic approach to the experience they deliver. In this session, we'll examine the case for rethinking your approach to experience management in order to deliver mutual value.



4:00 - 5:00 pm

Building E51, Room 376

The Times They Are A-Changin', And A-Changin', And A-Changin'

Lou Carbone, Founder & CEO, Experience Engineering, Inc.

(With apologies to Bob Dylan) Today, more than ever, we must adapt, be agile, and develop a new perspective that is populated with new tools and deeper insights. Organizations looking at customer and employee engagement must rethink value creation based on their experiences and the impressions they make. In this talk, we'll look at the evolution of tools and perspectives that move from V 1.0 to V 2.0 of your customer and employee experience.

5:00 - 5:30 pm - Wrap Up & Panel Discussion

5:30 - 7:00 pm - Networking Reception

Building E62, 2nd Floor Gallery