

	Inn Spiratie	Inn Vorm	Inn Zicht	Uit Zicht	Foyer 1e
08.30 - 09.45	<b>Registration and Network breakfast</b>				
09.45 - 10.00	<b>Welcome by your host: Michael Diederich</b>				
10.00 - 10.25	<p style="text-align: center;"><b>The story: 10 years of game changing in B2B</b></p> <p>Ingrid and Shimon will kick off the festival by taking you on a journey along all the highlights of the past ten years and the impact of changes in the future. Looking back with former key notes on customer experience, sales enablement, permission marketing, data &amp; analytics and technology. Goal is to bring marketing and sales professionals together, inspire them and exploit all the learnings within the b2b game.</p> <p style="text-align: center;"><b>Ingrid Archer &amp; Shimon Ben Ayoun, spotONvision</b></p>				
10.25 - 11.05	<p style="text-align: center;"><b>Growth IQ in B2B Marketing and Sales</b></p> <p>With her finger on the pulse of businesses today, Tiffani offers keen insights and critical perspectives on growth, innovation, sales and customer experience. She claims that there are ten growth paths, and she focuses on the mental game of growing.</p> <p style="text-align: center;">Pay attention, while Tiffani Bova is on stage she challenges marketers and points out our weaknesses!</p> <p style="text-align: center;"><b>Tiffani Bova, Salesforce, Author of Growth IQ</b></p>				
11.05 - 11.35	<b>COFFEE BREAK</b>				
11.35 - 12.10	<p style="text-align: center;"><b>Masterclass Account-based marketing</b></p> <p>Account-based marketing is a B2B engaging strategy in which a defined set of companies is targeted with tailor-made campaigns and messaging.</p> <p>In this masterclass you will learn more about the basic principles of ABM and how you can increase engagement and profitability of your target accounts. An inspiring session with a lot of hands-on and practical examples.</p> <p style="text-align: center;"><b>Ingrid Archer &amp; Linda Goeman, spotONvision</b></p>	<p style="text-align: center;"><b>Best practices of a successful B2B opt-in strategy</b></p> <p>Do you want to know how to invest in a successful B2B opt-in strategy? Whether it's technology, content and/or expertise? In this masterclass we will take a deep dive in the world of permission marketing. We will discuss team and database maturity, best practices of permission marketing in B2B companies, and we will go hands-on and share best practices to start experimenting with in 2019.</p> <p style="text-align: center;"><b>Mariëtte Meijwes-Spil spotONvision</b></p>	<p style="text-align: center;"><b>Demystifying the buzzwords of Marketing Analytics</b></p> <p>Ivo will guide you through the steps of analytics maturity for B2B companies. Also, give you some practical advice and discuss common pitfalls using two case studies. One case study is about a recommendation system for event visitors and the other is about churn analysis. In both case studies elaborating on the importance of the learnings for B2B.</p> <p style="text-align: center;"><b>Ivo Fugers, ORTEC</b></p>	<p style="text-align: center;"><b>1-1 Coaching</b></p> <p>Looking for a chat with an experienced B2B professional? Want some advice on your marketing questions? Register on-site for a private moment with one of our experts on buyers personas, content marketing, marketing automation, ABM, data, campaigning or customer journey.</p>	
12.15 - 12.45	<p style="text-align: center;"><b>Brand Love – Nature or Nurture?</b></p> <p>Attraction is the Holy Grail for marketers, who all want their brands to be loved by their audiences. But after customers' hearts and minds have been captured, how can brands capitalize on these relationships and stay attractive to them? To keep the brand love alive, companies need to think of customers as valued partners in a long-term romantic relationship. In this session, Jamie will explore the evolution of attraction among humans and how this applies to an era of purpose-driven marketing.</p> <p style="text-align: center;"><b>Jamie Anderson Marketo, an Adobe Company</b></p>	<p style="text-align: center;"><b>How Data-Driven is Your Marketing Organization?</b></p> <p>Do you want to evolve your marketing analytics strategy so that it's built for long-term success? With data-rich marketing channels and technologies emerging all the time, marketers must evolve their analytics strategy to make better and faster decisions with data. Whether your team is at the beginning of its data journey or further along, you'll discover how marketers can make better decisions, act with confidence, and demonstrate impact.</p> <p style="text-align: center;"><b>Christy Hillebrink &amp; Eulalie Masson, Tableau Software</b></p>			
12.45 - 13.45	<b>LUNCH</b>				
13.45 - 14.00	<b>Energizer by Michael Diederich</b>				
14.00 - 14.15	<p>Michael teaches workshops on presentational skills and teambuilding to top level companies around Europe. He is an excellent Master of Ceremonies and booked on a regular basis as host for events in Amsterdam. Also, Michael was a Boom Chicago cast member for years. He performed in Boom Chicago's 350 seat theater in Amsterdam several nights a week.</p>				
14.00 - 14.15	<b>Young Talent B2B Marketing Award</b>				
14.00 - 14.15	<p>You are witness to the pitches of the two nominated Young Talent teams. They cracked a B2B marketing case on March 1st in the national B2B Marketing Experiment. And now they are competing for the first Annual Young Talent B2B Marketing Award 2019. The audience will decide who will win the award. The winning team will be announced by the end of the day.</p>				
14.20 - 14.50	<p style="text-align: center;"><b>Marketing automation in practice – How to in SME?</b></p> <p>Tom van Tilborg (online marketer) and Ronnie van Dijk (content marketer) tell you about the steps that Payper, a Dutch SME company, took into the implementation of a Marketing Automation tool for visible results</p> <p style="text-align: center;"><b>Tom van Tilborg &amp; Ronnie van Dijk, Payper</b></p>	<p style="text-align: center;"><b>The Business Case for successful datadriven online-marketing in B2B</b></p> <p>How to set up a good Business Case for online marketing and optimize your channels based on data. Frans and Dyon take you into the world of the datadriven online buyer journey in B2B and show you how to successfully experiment in online marketing channels such as LinkedIn, search and display.</p> <p style="text-align: center;"><b>Frans Appels &amp; Dyon Metselaar, Leadscope</b></p>	<p style="text-align: center;"><b>How to get a 360-degree customer view? Enrich your leads with master data</b></p> <p>Does your website generate leads? And? Are these leads quality leads? Many companies assess lead quality too late. Only when Sales reaches out to a lead, they find out that the lead is not qualified. Time, energy and money is lost. Olbico is specialized in master data solutions and Ewoud will explain how Nuon, Arbomed and PostNL significantly improved their lead quality.</p> <p style="text-align: center;"><b>Ewoud Assen, Olbico</b></p>		
14.50 - 15.20	<b>COFFEE BREAK</b>				
15.20 - 16.05	<p style="text-align: center;"><b>The customer owns the customer</b></p> <p>We have arrived in 'the age of the customer', with CX becoming more and more important as a key differentiator. The empowered customer, fed by a wealth of information, hyper-connected and increasingly demanding through ongoing technological innovations. What does this mean for your company strategy, and how does this affect your relationship with your resellers? Amsterdam Airport Schiphol tries to find answers to these challenges by taking a holistic view.</p> <p style="text-align: center;"><b>Berend-Jan Rietveld, Amsterdam Airport Schiphol</b></p>	<p style="text-align: center;"><b>From traditional to digital marketing</b></p> <p>Bas will share how Royal Mosa has made a turn from an offline to an online (inbound) method in 5 years time. What was needed, and how did Mosa realize a growth in qualified sales leads with Marketing.</p> <p style="text-align: center;"><b>Bas Urlings, Royal Mosa</b></p>	<p style="text-align: center;"><b>Marketing automation as the accelerator for a successful lead generation strategy.</b></p> <p>This is De Persgroep's success story of how technology-enabled marketers to become more effective. Be inspired by the opportunities for Automated Marketing campaigns. And learn how to align marketing and sales to successfully convert leads to deals? Join us to accelerate your own Marketing Automation strategy!</p> <p style="text-align: center;"><b>Kayleigh Groenendijk, De Persgroep Coen van Delft, spotONvision</b></p>	<p style="text-align: center;"><b>1-1 Coaching</b></p> <p>Looking for a chat with an experienced B2B professional? Want some advice on your marketing questions? Register on-site for a private moment with one of our experts on buyers personas, content marketing, marketing automation, ABM, data, campaigning or customer journey.</p>	
16.10 - 16.25	<b>And the winner is...: The Young Talent B2B Marketing Award</b>				
16.10 - 16.25	<p>We will proudly announce the winners of the Young Talent B2B Marketing Award and close off the day with host Michael Diederich.</p>				
16.25 - 17.05	<p style="text-align: center;"><b>From classical to jamming; playing the change!</b></p> <p>3D printing, robots, automation processes and artificial intelligence: Do new Technologies such as these bring radical change in our present living and working worlds? Or do they still sound like "music of the future"? With all these developments – where do humans fit in? Richard talks about how to develop resilience as a marketer and how we can make sure that we will still have value and play a permanent role in the society of the future.</p> <p style="text-align: center;"><b>Richard de Hoop</b></p>				
17.05 - 18.05	<b>NETWORKING DRINKS</b>				