



Sales Strategies in a Social & Mobile World

NOVEMBER 15, 2011 • SANTA MONICA, CA

CONFERENCE AGENDA

TIME	DESCRIPTION	LOCATION
7:00–8:15 AM	Registration & Networking Breakfast	Starlight Ballroom Foyer
8:25–8:45 AM	Opening Keynote – Sales Strategies and Opportunities in a Social & Mobile World Speaker: Gerhard Gschwandtner, Founder & CEO, Selling Power	Starlight Ballroom
8:45–9:15 AM	Welcome to Sales for the Social Enterprise Speaker: Scott Holden, Senior Director, Product Marketing, Sales Cloud, Salesforce Data.com	Starlight Ballroom
9:15–9:45 AM	How Social Media Impacts Sales Effectiveness & Customer Engagement Speaker: Jake Wengroff, Global Director, Social Media Strategy and Research, Frost & Sullivan	Starlight Ballroom
9:45–10:15 AM	Break – Exhibit Hall Open	Starlight Ballroom Foyer
10:15–10:45 AM	Social Selling: What's Really in it for B2B Sales? Speaker: Andrew Somosi, SVP, Marketing & Business Development, Lattice Engines	Starlight Ballroom
10:45–11:20 AM	Leadership Innovation: How & When to Evolve Your Sales Management Strategy Speaker: Todd Usen, SVP, United States, Smith & Nephew Advanced Surgical Devices Division	Starlight Ballroom
11:20–11:50 AM	New Ways to Align Sales & Marketing – How to Achieve Predictable, Scalable Revenue Growth Speaker: Mark Roberge, Vice President, Sales, HubSpot	Starlight Ballroom
11:50 AM–12:20 PM	Inside Secrets on LinkedIn from LinkedIn Speaker: Brian Frank, Head of Global Sales Operations, LinkedIn	Starlight Ballroom
12:20–1:15 PM	Lunch – Exhibit Open	Starlight Ballroom Foyer



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TIME	DESCRIPTION	LOCATION
1:15–2:00 PM	Breakout Sessions: A – Face to Face in a Sales 2.0 World Speaker: Todd McCormick, Vice President, Sales, PGI	Wilshire I
	B – Sales Meets Social: Identifying & Reaching High-Profile Prospects Speaker: Barbara Giamanco, CEO, Talent Builders Inc.	Wilshire III
2:05–2:50 PM	Breakout Sessions: A – Why Social Technology is Central to your Reps’ Productivity Speaker: Daniel Kube, Vice President, IGLOO Software	Wilshire I
	B – Connecting with Today’s Prospect: Strategies for Success with Social CRM, Mobile Tools & Social Media Speaker: Jon Ferrara, Founder & CEO, Nimble	Wilshire III
2:50–3:35 PM	Break – Exhibit Hall Open	Starlight Ballroom Foyer
3:35–4:00 PM	The Impact of Social Media on Sales: Lessons – and Metrics – from Large & Small Companies Moderator: Anneke Seley, Founder & CEO, Phone Works Panelists: Rini Das, CEO, PAKRA Douglas Hannan, Business Unit Executive, Marketing, Inside Sales, IBM North America Darren Suomi, Vice President, Sales, HootSuite	Starlight Ballroom
4:00–4:35 PM	Social Selling: Rising Above the Noise to Get an Inside Edge Moderator: Gerhard Gschwandtner, Founder & CEO, Selling Power Panelists: Michael Lodato, Senior Vice President, Sales and Marketing, Network Hardware Resale Pelin Thorogood, Managing Partner, Schulman+Thorogood Group Ralf VonSosen, Vice President, Marketing, InsideView	Starlight Ballroom
4:35–5:05 PM	Sales & Marketing Strategies for Growth-Oriented Organizations Speaker: Jeff Hayzlett, Best-Selling Author of <i>The Mirror Test</i> , Celebrity CMO, Cowboy	Starlight Ballroom
5:05–6:45 PM	Reception & Sales 2.0 Awards & Networking – Exhibit Hall Open Ceremony – Winner of the iMeet / Sales 2.0 Pitch Contest will also be announced.	Starlight Ballroom Foyer