

TORONTO

NOVEMBER 30, 2018



KEYNOTES BY



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Gartner

Hosted by

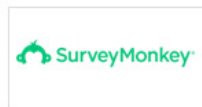
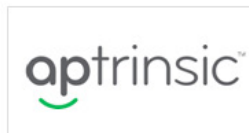
MaRS

Disruption - the good kind - happens when you bring together the best and brightest B2B Product Marketers to learn, share, incite and inspire! That's the idea behind the Product Marketing Community, part workshop, and part networking forum, created by Product Marketers, for Product Marketers.

- 8:15-9:00 BREAKFAST
- 9:00-9:05 **Welcome: Rowan Noronha, Founder, Product Marketing Community and Nathan Monk, MC, Director, Growth Programming, MaRS Discovery District**
- 9:05-9:25 **Sridhar Ramanathan, Managing Director & Co-Founder, Aventi Group**
Product Marketing: Practical Steps to Becoming an Architect of Growth
- 9:30-11:10 SECTION 1: Creating Messaging Founded on Market & Buyer
- 9:30-9:50 **KEYNOTE: Dave Daniels, VP Customer Success, Pragmatic Marketing**
The Cup Holder Conundrum, Speaking the Language of Your Buyer
- 9:55-10:10 **SPOTLIGHT: Vinay Bhagat, Founder & CEO, TrustRadius**
Buyers Want the Brutal Truth, Not Slick Messaging
- 10:15-10:35 **INSIGHTS. APPLIED.: Lee Garrison, Product Leader & Former President, Toronto Product Mgmt Assoc.**
Creating Messaging Founded on Market & Buyer Insights
- 10:35-10:55 MC Q&A
- 10:55-11:10 BREAK
- 11:10-12:30 SECTION 2: A Strategic Approach to Launch
- 11:10-11:30 **KEYNOTE: Jeff Lash, VP & Group Director, Product Management Research and Advisory Services, SiriusDecisions**
Taking a Strategic Approach to Launch for Better Business Results

11:35-11:50	SPOTLIGHT: Travis Kaufman, VP Product Growth, Aprinsic How to Turn Your Product into a Growth Engine
11:55-12:15	FIRESIDE CHAT: Launch Essentials - Sales Enablement, Competitive Intelligence, and Market Insights Mei Burgin, Director, Market Intelligence Services, MarS Discovery District Kathleen Martin, Global Enablement Lead, Sales Development, OpenText Alex McDonnell, Market Intelligence Manager, D2L
12:20-12:40	MC Q&A
12:40-1:25	Hot Buffet Lunch
1:25-2:55	SECTION 3: Driving more Revenue with the Right Sales Enablement Programs
1:30-1:50	KEYNOTE: Michele Buckley, Research Director, Gartner Win by Helping Sales to Understand and Embrace the Customer's Situation
1:55-2:10	INSIGHTS. APPLIED.: Jason Smith, CEO & Co-Founder, Klue Capturing & Leveraging Competitive Intelligence to Drive Business Growth
2:15-2:30	INSIGHTS. APPLIED.: Jonathan Hinz, Director of Product Marketing & Sales Enablement, Seismic Bridging the Sales and Marketing Gap: A Better B2B Buyer Experience
2:35-2:55	MC Q&A
3:00-3:45	THOUGHTEXCHANGE PRESENTS... Interactive roundtable discussions of the most pressing PMC topics, as selected by you!
3:50-5:00	PRIZES. NETWORKING with cocktails

OUR PARTNERS



HOW TO REACH US

www.productmarketingcommunity.com

