

# TORONTO

# NOVEMBER 30, 2018



KEYNOTES BY



SiriusDecisions ▶

Gartner

Hosted by

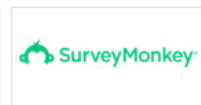
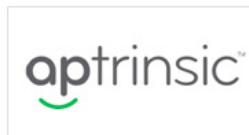
MaRS

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.

- 8:30-9:30 BREAKFAST
- 9:10-9:30 **Sridhar Ramanathan, Managing Director & Co-Founder, Aventi Group**  
Product Marketing: Practical Steps to Becoming an Architect of Growth
- 9:30-10:55 SECTION 1: Creating Messaging Founded on Market & Buyer
- 9:30-9:55 **KEYNOTE: TBA, Pragmatic Marketing**  
The Cup Holder Conundrum, Speaking the Language of Your Buyer
- 9:55-10:15 **INSIGHTS. APPLIED.: Ryan Sorley, Founder, DoubleCheck Research**  
Act With Intelligence: Messaging Founded on Win/Loss Analysis
- 10:15-10:35 **SPOTLIGHT: Vinay Bhagat, Founder & CEO, TrustRadius**  
Buyers Want the Brutal Truth, Not Slick Messaging
- 10:35-10:55 MC Q&A
- 10:55-11:10 BREAK
- 11:10-12:30 SECTION 2: A Strategic Approach to Launch
- 11:10-11:35 **KEYNOTE: TBA, SiriusDecisions**  
Taking a Strategic Approach to Launch for Better Business Results

11:35-11:55	<b>INSIGHTS. APPLIED.:</b> Tricia Gellman, CMO, Salesforce Canada TBA
11:55-12:10	<b>SPOTLIGHT:</b> Travis Kaufman, VP Product Growth, Aprinsic Become the Catalyst For Product Launch Success
12:10-12:30	MC Q&A
12:30-1:30	Hot Italian Buffet LUNCH
1:30-2:55	SECTION 3: Driving more Revenue with the Right Sales Enablement Programs
1:30-1:55	<b>KEYNOTE:</b> Michele Buckley, Research Director, Gartner Win by Helping Sales to Understand and Embrace the Customer's Situation
1:55-2:15	<b>INSIGHTS. APPLIED.:</b> Jason Smith, CEO & Co-Founder, Klue Capturing & Leveraging Competitive Intelligence to Drive Business Growth
2:15-2:35	<b>INSIGHTS. APPLIED.:</b> Jonathan Hinz, Director of Product Marketing & Sales Enablement, Seismic TBA
2:35-2:55	MC Q&A
2:55-3:30	<b>THOUGHTEXCHANGE PRESENTS...</b> Interactive roundtable discussions of the most pressing PMC topics, as selected by you!
3:30-4:30	PRIZES. NETWORKING with cocktails

## OUR PARTNERS



## HOW TO REACH US

[www.productmarketingcommunity.com](http://www.productmarketingcommunity.com)

