

Agenda for October 15th

- 7:45 Registration & Breakfast at the Woolworth Theatre
- 8:45 Opening General Session
- 9:00 Top Trends Shaping B2B Marketing
- 9:30 AI-Powered Demand Gen in Action at TA
- 10:00 The Signal-Era GTM: ABM as a Living System
- 11:00 Marketing Show & Tell: Inspiration From Your Peers
- 12:00 LUNCH & Networking in the Marquee Lounge
- 1:00 Scaling AI: From Experimentation to Integration
- 2:00 Measuring ROI of Paid Media & CS [Upstairs]
 Partnering with Sales & Lead Follow-Up [Downstairs]
- 3:00 Driving Demand with Technical Buyers [Upstairs]
 Channel & Partner Marketing Strategy [Downstairs]
- 4:00 How to Choose Demand Gen Partners [Upstairs]
 MarTech & AI Tools for Demand Gen [Downstairs]
- 5:00 Demy Awards: Lessons Learned from Winners
- 5:45 Networking Reception in the Marquee Lounge

Social Events

Welcome Reception

10.14 | 6-8pm | Lainey Wilson's Bell Bottoms Up

After Party

10.15 | 7:30pm+ | Departing from Courtyard Marriott

Event Contacts

Tyler Lessard

226-220-5351 | tyler.lessard@technologyadvice.com

Zach Jones

615-300-6924 | zach.jones@technologyadvice.com

Join the WhatsApp Group

Ask questions and get updates on social locations



WiFi: Woolworth Public | Shiners!

Lunch Seating Areas - Choose Wisely!

- #1 - Demand Generation & Paid Media
- #2 - Content & Thought Leadership
- #3 - Marketing Leadership
- #4 - Channel & Partner Marketing
- #5 - ABM, Events, & Field Marketing

