October 18th

Register

Redefining ROI for B2B Marketers

Sangram Vajre

11:00 — 11:30 am EST

In a recent survey conducted by GTM Partners, 60% of companies said they couldn't articulate the ROI of their own solution. Failure to show ROI is the #1 reason your pipeline isn't closing, your customers aren't renewing, and your base isn't expanding. If you can pull just one growth lever today to impact revenue over the next 12 months, it would be ROI.

Key takeaways:

- A new framework for ROI, including five separate and distinct kinds of ROI
- How to use ROI throughout the lifecycle
- Why ROI should be an executive-level concern and not just a marketing tactic.

Marketing GTM

Keynote: Communities are Replaceable

Jared Robin

11:30 — 12:00 pm EST

How many communities do you belong to?

In this session Jared Robin talks about the explosion of communities and the dearth of irreplaceable ones. What does it take to build a community that's irreplaceable?

Community

From Customers to Evangelists: Cultivating a Community of Passionate Advocates

Leslie Greenwood

12:00 — 12:30 pm EST

Leslie Greenwood is the Founder and CEO of Chief Evangelist Consulting where she provides strategic guidance and insights to organizations looking to build impactful communities.

Leslie will share practical insights on creating evangelists for your brand and the importance of community in this process.

Key takeaways:

- Defining evangelists: Learn how evangelists differ from ambassadors or influencers and how to identify them within your ecosystem.
- Engaging evangelists: Discover effective strategies to engage and motivate your evangelists, strengthening their connection with your brand.
- Amplifying evangelists: Explore tactics to amplify the voices of your evangelists, creating a network that drives brand growth.
- Measuring success: Understand the beginning metrics to track the impact and effectiveness of your evangelist-growing efforts.

Community

The Age of the Agile Sales Org

John Barrows

12:30 — 1:00 pm EST

John is the CEO of JB Sales, an organization focused on elevating the people and profession of sales through training, content and events. He has trained some of the world's fastest growing sales teams like Salesforce.com, Zoom and LinkedIn and many others.

The fundamentals of Sales haven't changed much over the years but a lot has and will continue to do so at a faster rate than ever before. There have been a myriad of new methodologies, tactics, approaches, and technologies that sales reps have to master along with all their product knowledge and admin tasks they're responsible for. Buyers also have more options and less tolerance than ever before for outdated sales tactics and forced sales processes.

Agility is the number one competitive advantage in today's market. Sales reps and teams who are agile and continue to evolve will be the ones who continue to thrive moving forward.

Key takeaways:

- Framework to help address various aspects of the sales process that teams can use to execute and test different approaches to find out what works for them
- Sales-ready messaging, cold calling and negotiations.

Sales

Masterclass: Founder-Led Sales to Product Market Fit

Adam Jay and Dale Zwizinski

1:00 — 1:30 pm EST

Adam's Bio: Co-Founder and CEO of Revenue Reimagined. Adam has built sales teams that have sold over $100M+ in ARR. A 2023 Demandbase Top 25 Sales Executive, Adam is an accomplished, engaging, and data-driven B2B SaaS Sales Leader with over a decade of successful revenue growth, scale, fundraising, and advisory experience.

Dale's Bio: Dale Zwizinski, Co-Founder of Revenue Reimagined and a seasoned Chief Go-To-Market (GTM) Officer, recognized for his visionary strategy and hands-on leadership. Dale's strategic acumen, sharpened over 20 years in enterprise sales and emerging cloud technologies, forms the foundation of his success.

In the early stages of startups, founders excel at sales by leveraging their passion and understanding of the product. As the company grows, they must transition from founder-led sales to scalable processes. During this masterclass, Adam and Dale will share best practices to ensure the process is smooth, effective and sustainable.

Key takeaways:

- Founders play a vital role in sales due to their dedication and product understanding, but this approach has limitations.
- To sustain growth, companies must move from founder-centric sales to systematic processes that can be executed by others.
- Trying to replicate founder success by hiring and training clones isn't feasible and can lead to team failure.

Sales | Founder-Led Sales

How to Break Through Your Buyers' Mental Spam Filter

Jennifer Allen

1:30 — 2:00 pm EST

Buyers have developed a skill that is obliterating our top-of-funnel activity. Or, better yet, let's call it a coping mechanism. And, pushing our teams to make MORE cold calls, send MORE cold emails, send MORE gated eBooks, blogs, and newsletters isn't making things better. It's making things worse. Because we're not adopting our messaging to account for the mental spam filter. If you lead a Sales and Marketing team, please teach them about the mental spam filter. There is no easy button. We have to evolve.

Join Jen to learn about best practices around adapting our sales messaging!

Sales

Speed Networking At RevCon

2:00 — 2:30 pm EST

Match & converse one-on-one with other RevCon attendees.

You will have 5 minutes to share:
1. What's your name
2. What's your Location
3. What's your title and company
4. Which was your favorite session at RevCon
5. One Fun Fact about you
6. Your LinkedIn if you want to continue the conversation

Dark Funnel Uncovered

Kevin White

2:30 — 3:00 pm EST

The dark funnel gets a bad wrap because of the name. Teams think it's a mysterious force of nature that can't be reckoned with. This is far from the truth. Your go-to-market team can tap into the dark funnel. They can find opportunities to drive pipeline in it. And it can be measured to show impact on investment. In this talk, we'll show you how.

Marketing

Morgan Ingram & Jared Robin on the Future of Sales

(prerecorded fireside chat will be streamed)

Morgan Ingram and Jared Robin

3:00 — 3:30 pm EST

Don't miss **Morgan J Ingram** and **Jared Robin**'s session where they talk about sales development AND introduced a new term!

Masterclass: Distribution-First Content

Justin Simon

3:30 — 4:00 pm EST

Are you starting to realize that you're creating content that nobody sees?
Are you tired of writing dozens of "SEO" blog posts that barely stand out from your competition? The truth is that creating great content is only half the battle. The other half is making sure that your audience actually sees your content. That's where a Distribution First Content Strategy comes in.

Key Takeaways:
- How to Create a Distribution First Content Engine
- How I got 361x more ROI from effectively distributing my content
- Real-life Distribution examples

Content Marketing

Creating Next-Level Case Studies

Jess Cook

4:00 — 4:30 pm EST

Case studies are one of the hardest-working bottom-of-funnel types of content out there, but the old “problem, solution, results” wall of text just isn’t cutting it anymore. Potential buyers are no longer swayed by a carefully worded puff piece. They want to hear real feedback and ROI directly from your customers — and they want to do it in their preferred format.

In this talk, you’ll learn how to create case studies that build trust and drive pipeline with today’s buyers, including:

- Why thinking about how you’ll distribute your case studies before you create them is non-negotiable
- Why case studies that let people “choose their own adventure” are the fastest path to engagement and conversion
- How this new approach is actually a lighter lift on your team and your customers

Content | Marketing

Panel Discussion: B2B Influencers: A Double Edged Sword

Daniel Helfman, Alex Garcia, Christopher Nault, Alexis Rivera Scott, Jahira Martins

4:30 — 5:30 pm EST

B2B Influencers are reshaping GTM, but their role is still evolving. Make sure to include that powerful growth strategy but think twice before jumping into easy solutions. In this panel we’re going to discuss the growing role of influencers in the modern B2B landscape, chances and risks as well as the structured approach that you need to adopt right now to fully leverage their potential.

Key Takeaways:

- Discover the power of B2B influencers in enhancing brand visibility and credibility.
- Challenges & Solutions: Navigate authenticity concerns and brand alignment challenges in B2B influencer marketing.
- Collaboration Strategies: Learn how to select, set objectives, and measure the impact of B2B influencer campaigns for optimal results.

Marketing

The 5 Things RevOps Teams Should Know During Planning Season

Orla Clifford (VP of Operations at Sigma Computing)

5:30 — 6:00 pm EST

With two decades of experience in the technology industry, Orla is a seasoned leader with a diverse background in Operations, Pricing, Planning, M&A and integration. With experience spanning high-growth companies like Druva and more mature organizations like Veritas, Orla has a proven track record in leading operations in change-intensive environments, leveraging a data first approach and partnership skills to drive cross-functional alignment and deliver strategic initiatives.

Join this session and learn the 5 things Revenue Operation leaders should know when planning a new fiscal year, how to work differently, and avoid mistakes made time and time again.

RevOps

Speed Networking At RevCon

6:00 — 6:30 pm EST

Match & converse one-on-one with other RevCon attendees.

You will have 5 minutes to share:

1. What's your name
2. What's your Location
3. What's your title and company
4. Which was your favorite session at RevCon
5. One Fun Fact about you
6. Your LinkedIn if you want to continue the conversation

October 19th

Register

All You Need To Know About RevOps

Lisa Kelly, Laura Wheeler and Jackie Leahy

11:00 — 11:30 am EST

Top voted questions from the RevOps community will be answered on stage by three RevOps leaders!

- What is your definition of RevOps?
- What are some of the key challenges that RevOps Team face today?
- At what stage does an org need to start thinking about RevOps/ building out the team?
- To whom do RevOps leaders report?
- How do you handle setting priorities and a working cadence when the majority of RevOps work requires buy-in and support from other teams?
- RevOps helps build foundational processes that lead to healthy, sustainable revenue. But CSuite doesn't always recognize the importance and RevOps folks are distanced from leadership decisions. How can RevOps help bridge that gap?
- How do you find the right level of depth when deciding what metrics the company should be paying attention to?
- How do you collaborate with cross-functional teams?
- Should the RevOps team be held accountable to any specific KPIs, if so which one(s)? What are the top 5 OKRs, metrics, KPIs, or other stats you're measured on?

Interactive Workshop: Increasing Revenue Through GTM Alignment

Jan Young

11:30 — 12:00 pm EST

We all know Go-To-Market Alignment is critical to increase revenue. And by now, we all know that current market conditions require us to maximize both Land and Expand revenues. But we're still not there. And listening to another talking head isn't going to fix that.

Come to an interactive session where together, we'll identify the maturity of your organization and assess the gaps and challenges that increase your costs, leave money on the table, and create revenue leakage. You'll walk away with tangible actions that you can start working with today.

If you're a Sales, Marketing, Customer Success, or RevOps leader, you won't want to miss this session.

Customer Success

Redefining Customer Success: The AI Revolution from CS Operations' Lens

Sonam Dabholkar

12:00 — 12:30 pm EST

In this session, Sonam Dabholkar, Director of Customer Success Operations at Gong, shares her observations on how AI can revolutionize the world of Customer Success, and the role that CS Operations teams will have in ensuring that AI is utilized effectively during the customer journey to optimize internal team efficiency and achieve customer outcomes.

Key takeaways:

- Understand practical applications of AI in Customer Success, and the tradeoffs of using AI
- Understand the role of Operations teams in driving the successful adoption of AI in Customer Success organizations

Customer Success AI

Masterclass:
Expanding Revenue Footprint through Customer-Centric Transformation in Customer Success

12:30 — 1:00 pm EST

Ralphie English

Today's ever-evolving landscape demands more than just innovative products. It requires a deep understanding and prioritization of the customer's needs and experiences. Ralphie will walk through the connection between a genuine customer-centric transformation within Customer Success teams and the expansion of a company's revenue footprint. Drawing from 13 years of industry mastery, she'll unravel the methods and strategies that not only retain but amplify revenue through enhanced customer loyalty, referrals, and value realization.

Key takeaways:

- Beyond Retention: Understand how customer-centricity within Customer Success leads to increased upselling, cross-selling, and organic growth opportunities.
- Value Realization: Discover how aligning Customer Success initiatives with customer objectives can maximize the perceived and realized value, subsequently driving higher revenue.
- Operational Excellence: Recognize the critical role of tools, insights, and alignment in transforming Customer Success operations to become robust revenue generators.

Customer Success

The Convergence of Creators, Community and Content. EVERY MARKETER'S WORST NIGHTMARE.

1:00 — 1:30 pm EST

Darryl Praill

Darryl Praill – CMO at Agorapulse. Voted Top 3 Marketer on LinkedIn

Marketers are being pressured to drive more revenue, on less budget, with fewer people. Traditional Marketing is no longer enough. In this session, learn how modern marketers are overcoming these challenges by embracing the creator culture to produce content and community that achieves massive outcomes for less budget and greater outcomes.

Key takeaways:

- Learn how create the Creator your company needs to attract your buyers
- Master the art of finding and connecting with your buyers — in their communities
- Build the team and budget necessary to adapt and succeed in a tough economy and noise market.

Marketing

How to Harness the Power of Customer Marketing for Growth

1:30 — 2:00 pm EST

Bridget Heaton, Head of Customer Marketing at Slack

It seems like every business now understands the need for customer marketing, but do they really understand how to develop this program to impact the business? Customer Marketing is so much more than just customer references and case studies, learn how you can partner with this team to drive growth.

In this session, you can expect to learn:

- Some fundamentals of customer marketing and how to develop a customer marketing vision and strategy
- A framework that customer marketing teams can use to drive advocacy at scale and address business challenges
- Key ways to partner with customer marketing to drive growth

Customer Marketing

Panel Discussion:
Driving Connected GTM with RevOps

2:00 — 2:30 pm EST

Sid Kumar, Jared Robin, Sangram Vajre

Sid Kumar is SVP of Revenue Operations at HubSpot, where he leads worldwide go-to-market strategy and operations for the Flywheel organization across marketing, sales and customer success. Prior to HubSpot, Sid was head of field sales operations at Amazon Web Services (AWS). Sid is an industry thought leader on high velocity connected go-to-market models. He has a BA in Economics from Yale and a MBA in Strategic Management from The Wharton School.

We'll explore how community engagement and advocacy can be integrated into the Revenue Operations framework to drive growth.

RevOps

Unlocking Newsletters as a Growth Channel

2:30 — 3:00 pm EST

Alex Garcia and Amanda Steinberg

Are newsletters outdated? How to power your email channel in a Post-SPAM world? With the rise of generic AI-generated content old strategies don't work anymore but email remains one of the most powerful growth channels if leveraged strategically. Tune in for the session with Amanda Steinberg, the president of CareerScope and the founder of DailyWorth and Alex Garcia, the founder of Marketing Examined (previously at the Hustle).

Key takeaways:

- Turning email into a growth channel 101
- Debunking myths and bad practices that make your email strategy outdated and inefficient
- 2024 email strategy building blocks that you can use to drive growth

Discussion Panel:
Community-Led GTM: What's Next?

3:00 — 4:00 pm EST

Moderation: **Rebecca Marshburn** (Common Room)
Guests: **Jillian Bejtlich** (Calendly), **Evan Hamilton** (HubSpot), **Kayla Green** (Gartner Peer Community), **Phoebe Venkat** (FeverBee)

Key takeaways:

- **The size of community**: the expansion of "community" in definition, physical and digital distribution, and role in business outcomes.
- **Community and _____:** And…Sales. Marketing. Success. Product. Pipeline goals. Revenue outcomes. Feature adoption. LTV.
- **Delivering on business metrics:** The right goals to align to and the best ways to measure impact.
- **What's next?** The biggest takeaways from 2023 and one thing to focus on in 2024.

Community

Fresh Take:
Webinars as a Pipeline Accelerator

4:00 — 4:30 pm EST

Erik Newton (CMO at Hubilo)

Erik has over 30 years of marketing experience at Milestone, BrightEdge, TiVo, Netflix, MP3.com, Netscape, Adobe, and Dentsu. He loves doing research and takes a data-driven approach to marketing operations.

79% of Marketers Emphasize Customer Understanding in Events and Webinars, Yet 64% Struggle to Utilize Insights to Impact Pipeline

An array of new tools promise to help the modern marketer grow new revenue, gain insights, and improve ROI. What if you could turn to trusted solutions — webinars and events — to achieve these goals instead?

Join Hubilo's CMO, Erik Newton to unlock your webinars' full-funnel impact from opportunity attribution to accelerating deals and wins.

Key takeaways:

- Strategies to drive ongoing conversions post-webinar and beyond
- Ways to rethink webinars to support content development and nurture efforts in a more automated and personalized way

- How webinars drive value across the entire customer lifecycle and deliver proof of ROI

7 AI Playbooks for GTM Teams

Austin Distel

4:30 — 5:00 pm EST

Austin Distel is known as "The AI Guy" who helps marketing teams use AI to power their best work. He's the Growth Hacker @ Jasper, speaker, and investor.

Artificial Intelligence is talked about a lot, but few GTM teams truly utilize its power to the fullest. I helped start Jasper and for the past 3 years, I have been on the front-lines of figuring out how to use AI in advertising, SEO, landing page copy, social media, marketing emails, event & community growth, sales-enablement, and so much more. In this 30' fast-paced masterclass, I'll present 7 Playbooks to using AI that not only makes your GTM efforts faster, but also maximize performance.

Key Takeaways:

- My recommended AI techstack for GTM teams & how they work together after vetting dozens of tools
- [Screenshare] The top 7 use-cases to generate revenue using AI
- Friendly advice for your 2024 strategic planning & getting your company to adopt AI tools

AI | Marketing

5 GTM Trends You'll See in 2024: B2B Future Powered by AI

(The Juice, Avoma, People.ai, Evabot)

5:00 — 6:00 pm EST

Moderator: **Priyanka Sahay**
Guests: **Rabi Gupta** (CEO of EvaBot),
Jonathan Gandolf (CEO of the Juice),
Aditya Kothadiya (Founder and CEO of Avoma)
Jesse Dailey (SVP of Customer Success and Solution Engineering at People.ai)

What to expect from this session:

- Deep dive into Top 5 GTM trends that will be top of mind for leaders in 2024
- Real strategies from C-Level execs on leveraging AI
- Ideas on driving productivity and new standard for business relationships
- Discussion on how to use content and communication to amplify your GTM plan
- (Truly) customer-centric GTM motion

This will be THE discussion setting your outlook for 2024.
Let's collaborate on the future of GTM together!

Speed Networking At RevCon

6:00 — 6:30 pm EST

Match & converse one-on-one with other RevCon attendees.

You will have 5 minutes to share:

1. What's your name
2. What's your Location
3. What's your title and company
4. Which was your favorite session at RevCon
5. One Fun Fact about you
6. Your LinkedIn if you want to continue the conversation