



Global Forum 2022 London, June 13/14

DoubleTree Hilton – Tower of London

Monday, June 13

- 16:00** **Kickoff Reception and Networking** (*Wildside - Top Floor*)
- 17:00** [Richard Rouse](#), Global Head Asset & Wealth Management at Expand Research (BCG)
- 17:30** **Wine tasting** by invitation of RevenueGrid
- 18:30** **Departures for Optional Group Dinners** (*Open to all*)

Tuesday, June 14

- 8:00** **Registration and Networking Breakfast** (*Gallery Level*)
- 9:00** **Opening Remarks** *Hazem Gamal, COO, SME Forum*
- 9:30** [Simon Ellis](#), Independent Board Chair to Asset Managers
- 10:15** **Working Breakout Sessions** (*Garden Suites*):

Session 1: Leveraging Digital Marketing Enablement to drive sales

Session 2: Best practices across global, regional, and country sales enablement

- Noon** **Networking Lunch with Topic Tables** (*City Café – Lobby*)

- 13:30** **SME Forum Member Showcase Presentation/Panel**

- 14:15** **Working Breakout Sessions** (*Garden Suites*):

Session 3: Regional and country specific third-party data providers and services

Session 4: Developing “Next Best Action” capabilities for both Sales and Marketing

- 15:30** **Concluding session and participant panel** *led by Hazem Gamal*

- 16:00** **Closing Reception and Networking** (*Savage Garden-Top Floor*)

- 18:00** **Vendor Partner Events** (*Open to all*)