



**Global SME Forum
June 12/13, 2023**

**Hilton Doubletree
Tower of London**

Monday Afternoon, June 12

- 13:00** **Registration and Networking** (*Garden Gallery Foyer*)
- 13:30** **Welcome and Opening Remarks, Hazem Gamal** (*Garden Suites*)
- 13:45** **Raising the Bar on Global Distribution**
Perspectives from Tom Bruno, Global Product Man. at SalesPage
- 14:15** **Coffee and Refreshment Break**
- 14:30** **Working Breakout Sessions** (*Facilitated Participant-Driven Discussion*):

Mon PM GS1: Sales Enablement vs Marketing Operations

Mon PM GS3: Marketing Leadership for Distribution Growth

Mon PM GS5: Using Complex Signals for Next Best Actions

- 16:00** **Growth Unlocked: Optimizing Resources Confidently**
David Reeve, Chief Growth Officer at Bluprintx
- 16:45** **Navigating Marketing Performance Data**
Oli Knight, Global Director of Innovation at Fundamental Group
- 17:00** **Kickoff Reception and Networking**
(Hosted Bar & Canape's – Rooftop Savage Garden)
- 18:00** **Vendor Partner Dinners open to all**
(Locations TBD)



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Tuesday All Day, June 13

8:30 Registration and Networking Breakfast (*Garden Gallery Foyer*)

9:00 Welcome and Opening Remarks, Hazem Gamal (*Garden Suites*)

9:30 Aligning Marketing Operations to Revenue Operations
Simon Daniels, Principal Analyst at **Forrester Research**

10:15 Coffee and Refreshment Break

10:30 Working Breakout Sessions (*Facilitated Participant-Driven Discussion*):

Tue AM GS1: Regional Nuances Delivering Global Best Practices

Tue AM GS3: Use Cases for AI-Driven Content in Asset Management

Tue AM GS5: Getting Value out of Data Science Capabilities

Noon Networking Lunch (*Hot Sit-Down Buffet in City Café Restaurant*)

13:15 Measuring Sales and Marketing Alpha
Liam Martin, Director Data/Analytics at **Broadridge Asset Man.**

14:00 Working Breakout Sessions (*Facilitated Participant-Driven Discussion*):

Tue PM GS1: Building Segmentation Capabilities for Marketing and Distribution

Tue PM GS3: Leveraging Global Reporting and Analytics More Effectively

Tue PM GS5: Emerging Data Sources & Subscriptions

15:30 Next in Asset Management – Delivering Smarter Distribution
A Fireside Chat hosted by Patrick Murphy, CEO at **XALT**, and Panel

16:00 Closing Reception and Networking
(*Hosted Bar & Canape's – Rooftop Savage Garden*)