



2024 Global Forum ***Hilton Doubletree*** ***Tower of London***

First Things First...

Tuesday afternoon, June 18, 2024

- 12:00** **Lunch, Registration and Networking** (*Garden Gallery Foyer*)
- 13:30** **Welcome and Opening Remarks, Hazem Gamal** (*Garden Suites*)
- 13:45** **Get Your House in Order: Establishing the Foundation**
Simon Daniels, Principal Analyst at Forrester Research
- 14:30** **Working Breakout Sessions** (*Facilitated Participant-Driven Discussion*)

G1/2: Leveraging AI to Extract Value from Siloed Data

G5: Digital Sales Rooms: Effective or Efficient?

G3/4: The Case for Signal Driven Next Best Actions

- 16:00** **Coffee and Refreshment Break**
- 16:15** **Fueling Distribution – How Data Drives AI and Results**
With Trevor Hunt and Andreas Heid at SalesPage
- 17:00** **Reception, Wine Tasting** (at 18:00) **Food & Networking** until 20:00
(*Hosted Bar, Canape's, Heavy Hors D'Oeuvres – Wild Side Rooftop*)

Breakout Session Room Assignments

G1/2 = Gallery 1 & 2 | G3/4 = Gallery 3 & 4 | G5 = Gallery 5



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First Things First...

Wednesday all day, June 19, 2024

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

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

9:30 Strategic Content Management: From Creation to Compliance
with Andy Mullings, Director at Blueprintx

10:15 Coffee and Refreshment Break

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

G1/2: Sales Enablement into Revenue Operations

G3/4: Use Cases for AI-Enabled Content and Materials

G5: Global Entity Mapping – An Emerging Approach

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

13:30 Working Breakout Sessions (*Facilitated Participant-Driven Discussion*):

G5: Establishing Governance and Compliance for an AI World

G3/4: Taking CRM to the Next Level – Innovations in Practice

G1/2: Using AI to Reveal Deeper Segmentation Opportunities

15:00 Coffee and Refreshment Break

15:15 Asset Manager Panel – AI Tomorrow, Moderated by Hazem Gamal

16:00 Closing Reception and Networking until 19:00
(*Hosted Bar & Canape's –Savage Garden Rooftop*)