



# Evolution in a Revolution: How we Adapt and Adopt.

June 17 - 18, London, UK

**SME**  
THE FORUM



## AGENDA

**Tuesday afternoon, June 17, 2025**

**12:00 Lunch, Registration and Networking** (*Garden Gallery Foyer*)

**13:30 Welcome and Opening Remarks, Tony Busacca and Mario Barbato** (*Garden Suites*)

**13:45 Embrace Buying Signals to Streamline AM Distribution**  
*Simon Daniels, Marketing Operations, Percassity*

**14:30 Working Breakout Sessions** (Facilitated Participant-Driven Discussion):

**G 3/4:** Global Success Stories in Trigger-based (Next Best Action) Sales Campaigns

**G5:** Redesigning Client Journeys through Regional Personas

**G 1/2:** Unlocking Value from Unstructured Data Across Global Systems

**16:00 Coffee and Refreshment Break**

**16:15 Bridging the Disconnect: What Sales Say They Need to Win – and Can We Deliver It?** – *Patrick Murphy, XALT*

**17:00-20:00 Reception, Wine Tasting Food & Networking** all are welcome.  
(*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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## AGENDA

**Wednesday, June 18, 2025**

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

**9:00 Welcome and Opening Remarks, Tony Busacca and Mario Barbato**

**9:30 Personalization with Cost Effective Results**  
**Andy Mullings, Global Director, Bluprintx**

**10:15 Coffee and Refreshment Break**

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

**G 5:** Comparing CRMA, Tableau, and Power BI for Global Sales Enablement

**G 1/2:** Supporting Distributed and Cross-Market Sales Teams

**G 3/4:** Leveraging Your Existing Tech for Cost Savings

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

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

**G 1/2:** Innovations in Sales Distribution Technology

**G 3/4:** Aligning Sales and Marketing in Cross-Border Lead Strategies Session

**G 5:** Operationalising Third-Party Data Across Markets

**15:00 Closing Workshop Session with Key Take-Aways and Next Steps**

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