






Monday, October 30

Time	Session information			
12:00 – 2:00 p.m.	Event Check In and Grab and Go Lunch			
2:00 – 3:40 p.m.	 Keynote Sessions	2:00 – 2:10 p.m. Welcome Address	2:10 – 2:50 p.m. Creating the Business Justification for Technology	2:50 – 3:40 p.m. SalesTech: Ground. Come Together. Fly. How We Re-built Our Sales Operation
3:40 – 4:10 p.m.	Networking Break in the Marketplace			
4:10 – 5:30 p.m.	 Keynote Sessions	4:10 – 4:50 p.m. Tech Decisions: Avoiding the Apocalypse	4:50 – 5:30 p.m. Connecting Technology Investment to Business Initiatives	
5:30 – 7:00 p.m.	Welcome to Austin Opening Reception, Sponsored by Reachforce			

Tuesday, October 31

Time	Session information			
7:30 – 8:30 a.m.	Networking Breakfast in the Marketplace			
8:30 – 10:00 a.m.	 Keynote Sessions	8:30 – 8:40 a.m. Day Two Welcome	8:40 – 9:20 a.m. How to Implement the SiriusDecisions Demand Unit Waterfall®	9:20 – 10:00 a.m. Digital Transformation: Behind the Scenes at The Second City – From the Stage to the Cloud
10:00 – 10:30 a.m.	Networking Break in the Marketplace			
10:30 – 11:15 a.m.	 Sponsor Case Studies 1 – 8			
11:30 a.m. – 12:15 p.m.	 Sponsor Case Studies 9 – 16			
12:15 – 1:20 p.m.	Networking Lunch in the Marketplace			
1:20 – 2:00 p.m.	 Track Sessions	Marketing	Sales	Operations
		<i>Demand Reporting: A Crawl, Walk and Run Approach</i>	<i>The Current and Future State of AI and Sales</i>	<i>The Content Confessional: Absolving Your Consistency Sins</i>
2:10 – 2:50 p.m.	 Track Sessions	Marketing	Sales	Operations
		<i>Staying in the Race: The Evolving Art of Web Conversion Optimization</i>	<i>Applying Video Game Concepts to Maximize Selling</i>	<i>SiriusLabs: Assessing Your Technology Functionality and Engagement</i>
2:50 – 3:30 p.m.	Networking Break in the Marketplace			

Tuesday, October 31 continued

Time	Session information			
3:30 – 4:10 p.m.	»» Track Sessions	Marketing	Sales	Operations
		<i>Intent Monitoring: Deployment Considerations for Account-Based Marketing and Demand Creation</i>	<i>Welcome to the Jungle: Taming the Wild Beast of Sales Data</i>	<i>Navigating the Analytics Technology Landscape</i>
4:20 – 5:00 p.m.	»» Track Sessions	Marketing	Sales	Operations
		<i>How to Use a Slingshot to Take Down Goliath: Technology As a Growing Company's Unfair Advantage</i>	<i>Sales Reporting: Getting It Right for Direct and Indirect Models</i>	<i>SiriusLabs: The Demand Unit Waterfall®: Systems and Process Implications</i>
6:30 – 9:30 p.m.	TechX Games, Sponsored by 6sense and MRP — <i>Palm Door on Sixth</i>			

Wednesday, November 1

Time	Session information			
8:00 – 8:30 a.m.	Networking Breakfast in the Marketplace			
8:30 – 10:00 a.m.	» Keynote Sessions	8:30 – 8:35 a.m. Day Three Welcome	8:35 – 9:15 a.m. Personalizing the Buyer's Journey Without the "Creep Factor" Through Technology	9:15 – 10:05 a.m. Build, Bounce or Buy? Three Ways to Build Tech Talent
10:05 – 10:40 a.m.		Networking Break in the Marketplace		
10:40 a.m. – 12:20 p.m.	» Keynote Sessions	10:40 – 11:30 a.m. MarTech: How Implementing a Sales Enablement Tool Can Help You Reach Marketing Goals	11:30 a.m. – 12:10 p.m. Moving Beyond Technology Adoption to End User Engagement	12:10 – 12:20 p.m. Adjournment, Announcement of 2018 Technology Exchange
12:20 p.m.		Grab and Go Lunch		
Event concludes				

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