



digitalnow

REVENUE SUMMIT

The must-attend in-person event
for B2B revenue leaders

DigitalNow Revenue Summit 2024 Event Agenda

Tuesday, April 2nd – Hands-On Workshops & Customer Events

7:30 – 8:30 AM	Event Registration & Networking Breakfast					
8:30 – 11:30 AM	Workshops & Customer Events					
Short Break 9:45 – 10:00 AM	Utopia C Workshop: Mastering Sales Leadership - Leadership Levers	Utopia B Workshop: Mastering Sales Leadership - Optimize Your Time	Nirvana B Workshop: DISCO Calls - What EXACTLY Should You “Discover” to Close More Deals?	Nirvana A Outreach on Outreach - Workflows to Make Every Rep Sell Like Your Best Rep	Euphoria Gong’s Revenue Leader Insights Roundtable	Utopia A Your AI Playbook for Sales Leaders
11:30 – 1:00 PM	Networking Lunch in the Expo					

Tuesday, April 2nd – General Session Keynotes

1:00 – 1:10 PM	DigitalNow 2024 Welcome & Keynote Kickoff – <i>Kristen Abbas, Emblaze</i>
1:10 – 1:55 PM	Keynote Panel: Are You Ready for the New Epoch of Selling? – <i>Tim Riesterer, Emblaze, with Dr. Leff Bonney, Dr. Stefanie Boyer, Dr. Howard Dover, Dr. Nathaniel Hartmann</i>
1:55 – 2:15 PM	Keynote Case Study: How IBM Transformed Their Digital Sales Model to Ignite Client Acquisition – <i>Silvano Sansoni, IBM</i>
2:15 – 2:35 PM	Keynote Case Study: How FIS Fuels Customer Cross-Sell with Digital Playbook – <i>Jack Baxter & Somesh Chablani, FIS</i>
2:35 – 3:30 PM	Break in the Expo
3:30 – 3:45 PM	Emblaze Community Updates – <i>Kristen Abbas, Emblaze</i>
3:45 – 4:05 PM	Keynote: Customer-Obsessed Workflows Fuel the Buying Journey – <i>Manny Medina, Outreach</i>
4:05– 4:35 PM	Keynote: Humans vs. AI - The Future Face-Off in Sales Coaching – <i>Dr. Carmen Simon, Emblaze</i>
4:35 – 4:55 PM	Keynote: From Hype to Value - Supercharging Revenue Performance with AI – <i>Amit Bendov, Gong</i>
4:55 – 5:25 PM	Keynote: Sales Productivity and Driving Revenue Acceleration – <i>Sinem Hostetter & Bekinwari Idoniboye, McKinsey</i>
5:25 – 5:30 PM	General Session Wrap-Up
5:30 – 6:30 PM	Happy Hour in the Expo – Explore the Latest Tools, Technologies, & Services

Wednesday, April 3rd - morning

 Emblaze Research

 Leader Case Studies

 Panels & Peer Learning

	Find and retain top talent in 2024	Increase new business win rates	Engage digital buyers	Train and enable sellers in the flow of work	Drive a digital-first sales transformation with AI	Optimize your tech stack and harness AI	Lead and coach teams	Keep and grow customers
	<i>Utopia D</i>	<i>Utopia C</i>	<i>Utopia B</i>	<i>Utopia A</i>	<i>Euphoria</i>	<i>Nirvana A</i>	<i>Nirvana B</i>	<i>Nirvana C</i>
7:30 – 8:30 AM	Networking Breakfast in the Expo – meet local members and chapter leaders							
8:30 – 9:15 AM	<p>Case Study: Cloudflare - Elevating Sales Excellence: A People-First Approach to Productivity</p> <p>Partner Showcase: Fatal Fails - 5 Ways Your Sales Interview Process Sucks (And How to Fix It)</p>	<p>Research: Using Buyer Feedback to Increase Win Rates</p>	<p>Idea Exchange Panel: The Fate of Modern Email – What’s the Strategy?</p>	<p>Idea Exchange Panel: Enablement & Sales – Real Talk for Revenue Leaders</p>	<p>Research: Thriving in a Post-Panic Phase - Reimagine Sales</p>	<p>Case Study: HMH - Driving Collective Intelligence with AI, Data, and Analytics</p> <p>Partner Showcase: Leveraging Outreach to Meet & Beat Your Quota Every Time</p>	<p>Research: Levers of Leadership</p>	<p>Case Study: How Smartsheet Helps Customers Realize Value</p>
9:15 – 10:00 AM	Networking Break in the Expo							
10:00 – 10:45 AM	<p>Research: Bad Training Crushes Seller Motivation. By the Way...You’re Probably Doing It.</p>	<p>Idea Exchange Panel: Captaining Insights - Sales Leaders and Win-Loss</p>	<p>Research: The Top 5 Things & 79 Words... That DESTROY Cold Email Conversion</p> <p>Partner Showcase: Conquer - Doing More with Less: Empower Sellers to Exceed Quota Using One App Instead of Four</p>	<p>Case Study: Databricks - Fighting For Your Cabinet Seat: Calibrating New Enablement Competencies Alongside New Tech Stack Potential</p> <p>Partner Showcase: Uniphore - Leveraging AI in B2B Sales: A Human-First Approach</p>	<p>Idea Exchange Panel: Beyond the Buzzwords</p>	<p>Research: Trends in Tech and AI Usage</p>	<p>Idea Exchange Panel: Strategic Sales Coaching - Lessons Learned and Future Outlook</p>	<p>Research: Persuade Customers to Renew— Even When You Raise Prices</p>
10:45 – 11:00 AM	Short Break							
11:00 – 11:45 AM	<p>Idea Exchange Panel: Breaking Barriers – DEI in Action</p>	<p>Case Study: HSA Bank - Growth Playbooks Drive Greater Win Rates and Retention</p>	<p>Research: Maximizing the Effectiveness of Automated Lead Nurturing</p>	<p>Research: “Pftttt...whatever!” - Get the Keys to Coaching Receptivity in Salespeople</p>	<p>Case Study: Unlocking Success - ADP’s Modern Seller Transformation</p> <p>Partner Showcase: Gong - Turning on the Lights: How Capturing Critical Signals with AI Improve Revenue Precision</p>	<p>Idea Exchange Panel: Change Management – What’s Behind the Adoption Problem?</p>	<p>Case Study: How Stream Improves Visibility and Transparency in Coaching</p> <p>Partner Showcase: Unlock Your Team’s Potential: Exploring LevelEleven’s Dynamic Coaching Components</p>	<p>Idea Exchange Panel: Data-Driven CX Revolution</p>
11:45 – 1:00 PM	Networking Lunch in the Expo							

Wednesday, April 3rd - afternoon

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Leader Case Studies

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	<i>Utopia D</i>	<i>Utopia C</i>	<i>Utopia B</i>	<i>Utopia A</i>	<i>Euphoria</i>	<i>Nirvana A</i>	<i>Nirvana B</i>	<i>Nirvana C</i>
1:00 PM – 2:00 PM	Personal Challenge Thinktanks	Research Deep-Dive: Problem-Minded Discovery	Research Deep-Dive: Content that Converts	Case Study: Bring Gartner's 2024 Enablement Mandate to Life	Personal Challenge Thinktanks	Personal Challenge Thinktanks	Research Deep-Dive: Coaching Using Sales Call Recording Data	Research Deep-dive: Evolve Your Customer Relationship with Documented Results
2:00 – 2:30 PM	Networking Break in the Expo							
2:30 – 3:15 PM	Idea Exchange Panel: Controlling Panic During Times of Change	Case Study: Rockwell Automation - Using Buyer Insights to Ignite Sales Opportunities	Idea Exchange Panel: Future-Forward Prospecting	Case Study: How Trulioo & Salesforce Use Programs to Close Revenue Gaps in the Flow of Work Partner Showcase: Salesforce - How Unified Revenue Operations Ignites Performance and Unlocks Growth	Idea Exchange Panel: Change Management Mastery for Leaders	Case Study: Siemens - Putting Power Behind Proven Success in Full-Scale Deployment Partner Showcase: Winning Prospecting Strategies - How to Identify and Dominate Your Sales Strike Zone	Idea Exchange Panel: Real Stories of Revenue Leadership - Career Goals, Advancement, and All the Rest	Case Study: Anaplan - Using a Business Excellence Framework to Scale
3:15 – 3:30 PM	Short Break							
3:30 – 4:15 PM	Case Study: Adobe – Inside Adobe's Sales Academy	Idea Exchange Panel: Strategies to Increase Win Rates	Case Study: How IBM Engages with Digital Buyers Fireside Chat with Salesloft & IBM	Idea Exchange Panel: Training Tech Enabled Sellers	Case Study: How Dropbox Drives Toward Revenue Excellence with AI Partner Showcase: Turning on the Lights - How Capturing Critical Signals with AI Improves Revenue Precision	Idea Exchange Panel: Quantum Leap in Sales Tech	Case Study: Transforming Traditional Training into Innovative Learning Journeys that Drive Revenue Partner Showcase: Seismic - Creating GTM Efficiencies to Drive Revenue	Idea Exchange Panel: Customer-Centric Culture
4:15 – 6:00 PM	Happy hour in the expo – explore the latest tools, technologies and services.							
After 6:00 PM	Customer dinners, sponsor invite-only events, networking opportunities							

Thursday, April 4th

8:00 – 9:00 AM	Networking Breakfast in the Expo				
	Utopia A	Utopia B	Utopia C	Utopia D	Various Rooms
9:00 – 10:00 AM	Research-Backed Workshop: Seller Engagement - EQ in Sales and Cringe	Research-Backed Workshop: Gain Executive Access and Prevent Stalled Deals	Execution Plan-Building – Leave DigitalNow with a Plan to Execute What You’ve Learned	Industry & Role Roundtables – Connect with Peers from Your Industry or Role	Advisor 1-1 Meetings
10:00 – 10:30 AM	Final Chance to Visit the Expo!				
10:30 – 11:30 AM	Research-Backed Workshop: Selling Past the Stalemate - Lessons in Differentiated Selling	Research-Backed Workshop: Win the Acquisition Sale	Execution Plan-Building – Leave DigitalNow with a Plan to Execute What You’ve Learned	Industry & Role Roundtables – Connect with Peers from Your Industry or Role	Advisor 1-1 Meetings
11:30 AM	Depart DigitalNow Revenue Summit 2024				

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CHICAGOLAND | APRIL 2-4, 2024

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