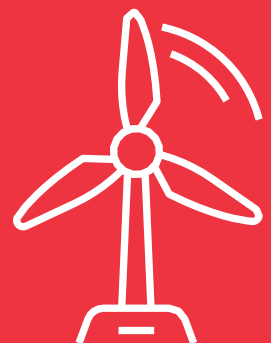


Global Sales & Marketing  
CONFERENCE



**GLOBAL MERGER**  
of Best Practices



# CONFERENCE AGENDA/

OCTOBER 21ST – 23RD BRUSSELS

DAY

1

MONDAY,  
OCTOBER 21

Travel to Brussels

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Check-in, Pick Up Welcome Package Evening

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Networking Reception + Dinner

DAY

2

TUESDAY,  
OCTOBER 22

Opening General Session with Keynote Speaker

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**Concurrent Sessions:**

**Building Strategic Sales Capability**

Workshop 1

Workshop 2

Workshop 3

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Networking Lunch

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**Concurrent Sessions:**

**Designing Compelling Value Propositions**

Workshop 4

Workshop 5

Workshop 6

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Closing Session and Olympics Trophy Presentations Evening

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Networking Reception Dinner & Entertainment

DAY

3

WEDNESDAY,  
OCTOBER 23

Opening General Session with Keynote Speaker

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**Concurrent Sessions:**

**Greenovation: Innovation in Sustainability**

Workshop 7

Workshop 8

Workshop 9

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Networking Lunch

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Executive Q&A Panel + Global Marketing & Sales Awards Conference

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Wrap-up

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End by 3pm for early Travel Home

ORGANIZING COMMITTEE:



| Graham Leith



| Corine Lokhorst



| Tom Van de Walle



| Pascal Mouton



| Stella Slinn



| Marc Mulligan



| Mathilde Godard



| Kyra Coots

