



## Agenda

### **“What do Marketing people even do?” - Sales staff**

**6.00pm**      **Drinks, Snacks & Networking**

**6.45pm**      **Introduction & Agenda**

Sean Singleton, Managing Director - Your Favourite Story

**6.55pm**      **Social Selling Fireside Chat**

Ben Richardson, Global Director of Marketing & Brand - Stanley Black & Decker

Alexander Low, Professional Services Lead - Digital Leadership Associates

**7.20pm**      **Optimising The Key Moments in B2B**

Oriane de Montravel, Digital Strategist - Your Favourite Story

Steven Quirke, Head of Strategy - Your Favourite Story

**7:30pm**      **Panel Discussion: “What do marketing people even do?” - Sales staff**

Panel Chair:

Nickolai Tonna, Head of Project Management - Cosmonauts

Speakers:

Anna Jouannon, Head of B2B - AccorHotels

Dr. Matt Terrell, Head of Marketing - Justis

Kate Baker, Senior Marketing Manager - Netskope

Lora Schellenberg, Marketing Manager - Altius

**8:20pm**      **Conclusionary Remarks & Drinks**