

SUCCESS
— THROUGH —
SYNERGY
2018

CUSTOMER SUCCESS CONFERENCE AGENDA

18 – 19 April, 2018

BRUSSELS, BELGIUM

Event Details

Date: 18 – 19 April 2018

Location:

[Park Inn by Radisson Brussels Airport](#)
Grensstraat 3, B-1831 Diegem, Belgium
Front Desk: +32 (2) 302 75 00

Duration: Two Half-day Sessions

- Agenda**
- Customer Presentations
 - Break-out Sessions
 - Networking

Cost: Complimentary

Recommended Hotel Accommodations

(Travel & Lodging NOT included)

[Park Inn by Radisson Brussels Airport](#)
The hotel offers a rate of €149/night (breakfast included) for conference guests. Parking available for 15€/day.
Book your room through this [link](#).

Other Recommended Hotels in the Vicinity:

- [Pentahotel Brussels Airport](#)
- [Ibis Brussels Airport Hotel](#)
- [Hotel NH Brussels Airport](#)
- [Holiday Inn Brussels Airport](#)

Agenda*

DAY 1: WEDNESDAY, 18TH APRIL

12:00 – 13:00	Arrival & Light Lunch	
13:00 – 13:30	Welcome & Introductions	
13:30 – 14:45	The Winning Formula	Stephen McAneny, Smurfit Kappa
14:45 – 15:05	Break	
15:05 – 16:05	Sales Transformation: Lessons Learned	Elke Goliath, ThyssenKrupp
16:05 – 16:25	Break	
16:25 – 17:25	Transformation Management	Working Session
17:25	Drinks & Dinner	

DAY 2: THURSDAY, 19TH APRIL

8:30 – 8:45	Welcome Back	
8:45 – 9:45	Account Based Marketing	Tim Sullivan, SPI
9:45 – 10:15	Deploying a global sales process and making it stick locally	Erik Östby & Frank Moulla, Mölnlycke
10:15 – 10:35	Break	
10:35 – 11:35	Selling Global, Selling Local	Natalya Lesik, Phillips
11:35 – 12:35	Break	
12:35 – 13:35	The Best Buyer Experience Wins	Louis Jonckheere, Showpad
13:35 – 14:05	Wrap Up	
14:05	Adjourn	

*Agenda is a draft and subject to change.