



National Sales & Marketing 2.0 Conference

Collaboration That Delivers Results

May 4 - 5, 2011

Holiday Inn Toronto Downtown Centre, Toronto

ALIGNMENT: The New Competitive Edge

When sales and marketing teams work in collaboration, their companies see higher revenues, and customers enjoy a better buying experience. Join Acuity Forums for this valuable leadership experience and learn how to create more long term wins for yourself and your company.

In 2011 organizations will continue to face post-recession economic pressure to accomplish more with less, as companies endeavor to achieve and sustain profitability through top-line revenue growth.

Sales and marketing alignment is critical to enable and support this growth through the areas of common goal identification, defined responsibilities, and established workflows essential to producing optimal results.

Yet many companies continue to struggle to realize their full potential because their sales and marketing organizations are not in step with one another, and often work at odds to the detriment of revenue growth and sustained profitability.

Key Benefits of Attending

- Hear from key **thought leaders** on the **latest trends** in operational excellence
- Discover **new strategies for synergy** between sales and marketing teams
- **Sharpen your leadership skills** so you can manage a consistently successful sales team
- **Leverage** social media tools effectively
- **Network with your peers** and learn their proven tactics for winning
- Learn what the **latest research** shows about how marketing can accelerate sales
- Establish teams that are more productive and maintain **greater levels of customer satisfaction**

About the National Sales & Marketing 2.0 Conference

This conference was produced by Acuity Forums, and provides sales leaders with effective strategies for establishing sales teams that are more productive, yield higher revenues, and maintain greater levels of customer satisfaction. This event offers a collaborative experience, facilitated by experts who create an active and dynamic learning environment.

What Our Delegates Have to Say About Us

"Great format, perfect size, high quality of participants – excellent event"

"It was great value for money. I really enjoyed the first, third and last speaker"

"Once again some great sessions giving food for thought & insights to take away"

"Good to focus on my own role as opposed to developing others!!"

"Will definitely be back next year and I plan on bringing my whole team"

"Thank-you for planning such a terrific conference – very high quality speakers"

"Excellent presentation facilities. Coordination was effective; staff was very helpful and friendly"

"You were able to invite very valuable speakers, real leaders of this industry – bravo Acuity Forums!"

Conference Day One

MAY 4, 2011

8:00 Continental Breakfast and Registration

9:00 Embracing Social Selling to Energize Your Sales in 2011

We live in an interconnected world. Sales processes are increasingly moving online and intersecting with the rapidly evolving social media space. To stay competitive, sales leaders have little choice but to accelerate the selection and adoption of Sales 2.0 innovations. With a dizzying array of Sales 2.0 tools, the alignment between people, process and technology becomes increasingly challenging. Many sales organizations are still flying blind, facing the huge risk of becoming a victim of change. This keynote presentation will review key trends; share a blueprint for achieving improved operational efficiency while delivering a better experience to customers.

**Donna Messer, President,
ConnectUs Canada**



10:00 The Next-Generation Sales Operations Team: Enabling the Transformation

The sales operations function will be the driving force for productivity improvements in 2011. Sales costs are outpacing revenue growth, sales organizations are getting more complex, and technology buyers are complaining that sales reps are out of touch with their needs.

Enter the sales operations team, who must step up to be the key driver for increased sales productivity and to set the vision for the sales team.

This presentation will share the steps needed within a sales organization to create a best-in-class sales operations function, and a framework to help identify key weaknesses and gaps in your sales operation's current structure; and essential guidance to enable the transition to the next-generation sales operations team.

**Andrew Wilson, Vice President, Sales & Distribution,
Porter Airlines**

10:45 Morning Refreshment Break and Networking

11:15 Customer Service and Engagement

In today's changing environment where customers are more informed than ever, businesses cannot continue to run siloed systems for sales, marketing and service. Marketing and communication strategy must align with and inform organizational strategic planning, just as other functions contribute to future success. Developing senior stakeholder buy-in at your organization for engagement efforts helps your management centralize the role of the customer, a shift necessary for success in the highly customized marketplace.

**Heidi Sullivan, VP, Media Research,
Cision**



12:00 Smarter Sales Metrics: How to Monitor Sales Performance and Accelerate Sales

Smart sales leaders know that what you don't measure you can't change. Today's sales leaders have access to solutions that track every stage of the sales cycle (starting with inbound marketing) and metrics to evaluate sales rep performance.

This instant data leads to faster decisions on how to ensure the team stays on track to meet quota. This session will examine what metrics they use, why sales needs to understand marketing metrics, what tools they use to accelerate sales cycles, how to use data to make more informed decisions, and how sales and marketing can work more collaboratively through shared metrics.

**Tibor Shanto, Principal
Renbor Sales Solutions Inc.**



12:45 Luncheon for Speakers and Attendees

1:30 Is Your Sales 2.0 Platform Mobile Ready?

By 2013, more people will be accessing the web via mobile devices such as Smartphone & Tablets than on a PC. Each month, 2-3 new devices are launched, and US Tablet Sales alone are projected to double this year, reaching 24 million or more in 2011. As many organizations purchase tablets by the thousands, at the same time employees everywhere are conducting business on the personal devices they bring into the workplace. Your prospects and customers are no different. If you want to reach your audience, your sales and marketing communications and interactions are going to have to be optimized for a variety of ever-changing mobile platforms just to keep pace in the next 12 months.

**Dave Paradi, Founder
Think Outside the Slide.com**



2:15 How Marketing Automation Accelerates Sales

Marketing automation is one of the fastest growing and most talked about software application among marketers today. But what does marketing automation mean for sales? We've brought together top experts who are both proficient in marketing automation and at helping organizations drive revenue through process. This interactive conversation will cover you why sales should care about marketing automation, the questions sales should be asking about the technology, and the process, and some real-world corporate examples of successes and failures.

**Andrew Hunt, Founder,
Inbound Sales Network**



3:00 Afternoon Refreshment Break and Networking

3:30 Sales Management 2.0:

How to Leverage Technology to Optimize Results

Innovations in technology have dramatically altered the way customers buy and companies sell. While technology brings great potential for sales organizations, many challenges exist, including how to match new technologies with existing sales processes, training and user adoption, and implementing the right tools that will help your company both today – and in the long run. You'll also learn why some companies have chosen to embrace more traditional sales methods to optimize results.

**Dave Johnston, President,
Sales Resource Group Inc.**



4:15 Chair's closing comments for the day

Conference Day Two

MAY 5, 2011

8:00 Continental Breakfast and Registration

9:00 The Future of Sales and Marketing Effectiveness

Aligning sales and marketing teams around common goals and processes has historically been a difficult, overwhelming, and elusive task for many organizations. Major shifts in both how customers buy and the technologies that support sales and marketing functions have created a number of opportunities for sales and marketing leaders to create more synergy among their teams.

Scott Armstrong, General Manager, BrainRider

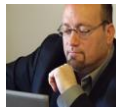


10:00 Improving Sales Productivity by Implementing Sales Playbooks

Today, improving sales productivity is more important than ever. It isn't enough to just train your salespeople; you need to equip them with the right content, tools, and coaching they need as they work their opportunities during each stage in the sales cycle.

- What is an interactive sales playbook?
- How they work to significantly impact overall sales performance
- Why playbooks work: By bringing together the buying and the selling process to deliver just-in-time information for sales rep, specific to the selling situation

Paul Castain, VP, Sales Development, Consolidated Graphics



10:45 Morning Refreshment Break and Networking

11:15 Data and Leads: What Sales Needs from Marketing

In today's over-connected world there's no end of information, leads and data for sales reps to use as they pursue new prospects and up-sell current clients. The challenge quickly becomes how marketing can help sales get access to the right data and the right leads. By improving the collaboration between these two teams, companies can quickly accelerate the pace at which they find and close new prospects. This session will examine how sales can get more qualified leads from marketing, and best practices for ensuring that sales reps have access to accurate data.

Eric Gilboord, Founder, Bizness Central



12:00 Key Account Management: Sales and Marketing Excellence

- Increase sales effectiveness by pursuing high potential accounts and opportunities
- Increase market share and revenue within existing accounts
- Increase profitability through development of the appropriate product & service offering for the customer
- Provide opportunities to contribute to the success of the customer
- Improve customer retention through stronger relationships and increased client satisfaction
- Facilitate the allocation of marketing and sales resources

Karen Hagler, Founder, MMP Canada



12:45 Luncheon for Speakers and Attendees

1:30 Inspiring Greatness in Your Team

Over 60% of business as a leader, how do you help the people in your organization set higher standards for themselves, take more initiative, and execute flawlessly? This session will focus on the core challenges that sales, marketing, and business professionals face daily, including:

- Taking personal responsibility for performance based issues
- Developing greater personal discipline
- Building a laser-sharp focus on goal achievement
- Creating a more adaptive and resilient sales culture

Nicole Jensen, Owner Sales Partners



2:15 New Winning Strategies for Pipeline Management

Salespeople work tirelessly to build bigger pipelines, but are they working against themselves? New research suggests that many sales pipelines are actually too big... Not too small. Bad deals get inside and bounce around, consuming sales reps' time, while only a trickle of revenue drips out of the pipe. Erratic forecasts, low close ratios, long sales cycles, and a host of other maladies ensue. Frustrating stuff for both the salespeople and sales management.

- The three characteristics of a perfect sales pipeline
- The single most important characteristic of a healthy pipeline
- How to re-shape pipelines for optimal throughput

Tibor Shanto, Principal Renbor Sales Solutions Inc.



3:00 Afternoon Refreshment Break and Networking

3:30 Sales Coaching – The Final Frontier

Learn how to increase sales productivity, loyalty, and overall sales department contribution through effective sales coaching. Sales coaching is one of the most underdeveloped and unexplored skills in sales management. While every Sales Manager will acknowledge the role and importance of sales coaching, the commonality stops there. Everyone has a different sense and experience as to the frequency, duration, subject, approach, depth, and style that coaching should take.

- The prerequisites for sales coaching – Learn how to reshape your current sales environment so that it is more accepting of coaching
- The case for sales coaching – Understand, statistically, the results of good coaches versus bad coaches
- The logistics of sales coaching – Learn proven best practices on when to coach, how long, and how often
- The process of sales coaching – Discover the two coaching mythology models you must always follow

Peri Shawn, President, Coaching and Sales Institute



4:15 Chair's closing comments of the conference

Who Should Attend?

Chief Sales Officer	SVP/ EVP of Sales or Marketing
VP Sales & Marketing	National Sales Manager
Director of Sales	Regional/Area Director of Sales
Sales or Marketing Manager	Director of Marketing
Chief Marketing Officer	Director / Manager Customer Service
Director / Manager of Sales Training	Director / Manager Client Services
Director / Manager Sales Operations	Director / Manager National Accounts
VP Sales Operations	Director / Manager Business Development

Cancellation Policy:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and fax to (416) 423-2638 prior to 5:00 p.m. on April 20, 2011. A credit voucher will be issued to you for the full amount, redeemable against any other Acuity Forums conference. If you prefer, you may request for a refund of fees paid less \$175 administration fee. Registrants who cancel after the above date will not be eligible to receive any credits or refunds and are liable for the entire registration fees.

Confirmed delegates who do not cancel before April 20, 2011, and fail to attend, will be liable for the entire registration fees. Acuity Forums reserves the right to change the date, location and content for the event(s) offered herein without further notice and assumes no liability for such changes.

Acuity Forums reserves the right to cancel any conference it deems necessary. In the unlikely event that a conference is canceled, Acuity Forums liability is limited to paid registration fees, and will not assume any further liability for incidental costs including (but not limited to) parking, hotel and airfare.

Conference Endorsed By:



CONFERENCE REGISTRATION

Pricing	Register & Pay By March 31	Register & Pay After March 31
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1 Delegate	\$845	\$945
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*2 Delegates	\$800 each	\$900 each
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*3 Delegates	\$750 each	\$850 each
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* Multiple delegate registrations do not necessarily have to come from within the same organization, but must register at the same time

Upon registering HST will automatically be added

Please contact us if you wish to pay by cheque

Your registration includes: continental breakfasts, working lunches, refreshments and all conference materials

Register Now

ACUITY FORUMS

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Suite 1801

Toronto, ON

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Holiday Inn Toronto Downtown Centre

(Hotel is scheduled to open March 15, 2011)

30 Carlton Street

(416) 977- 6655

Toronto, Ontario

M5B 2E9

Standard Room Rate \$139

