THE MARTECH 12 & 13 November 2024 SUMMIT **Convene 155 Bishopsgate London** DAY2

Fireside Chat | [B2B Buyer Journey] Maximising Productivity **Across the Buyer Journey through Enablement Strategies**

Thunes.

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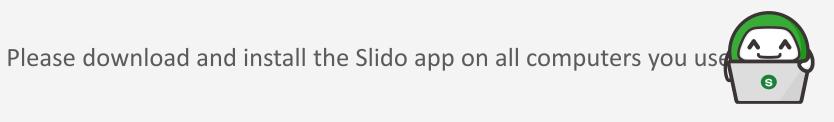
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On a scale of 1-10 how visible do you think your existing B2B Buyer Journey is?

(i) Start presenting to display the poll results on this slide.







How do you achieve full visibility into the buyer journey within your organisation?





How can companies develop effective enablement strategies to ensure that field teams are fully utilising all available assets?





What practical tips & tools can improve asset usage and drive better alignment between marketing & field teams?



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