THE MARTECH SUMMIT | LONDON

B2B MARKETING

SMarketing Alignment

Connecting People, Data & Technology to Drive Growth



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How to change the design



How well does your organisation “close the loop” between Marketing and Sales?

The Slido app must be installed on every computer you’re presenting from

slido

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Q&A

Question 1

What’s a real-world partnership initiative that helped you fix a gap and drive revenue? What lessons did you learn along the way?

B2B MARKETING STAGE

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Q&A

Question 2

If you could give one piece of advice to a CMO or CRO looking to strengthen sales, marketing enablement through partnership, what would it be?

Q&A

Question 3

What tech really helps your teams work smarter, and how do you make sure all the tools (and people) actually talk to each other?