

TriComB2B | 2022

MARKETING ROUNDTABLE AGENDA

Wi-Fi: Network: pnc-arts-annex Password: becreative

7:30–
8:30 a.m.

Breakfast

8:30–
9:00 a.m.

Introductions and Roundtable Overview

9:00–
10:00 a.m.

B2B Content Marketing in 2023 and Beyond: Bridging Operations to Technology

Keynote presentation by Robert Rose, founder, The Consulting & Education Group of Content Marketing Institute

There is one thing that every B2B marketer must face: Content will never be a differentiator.

However, your approach and process to developing content just may be! In this session, you'll hear ideas of developing a systematic approach for creating, managing, activating and measuring your content. And with it, building a system that will help you gain a competitive advantage in 2023 and beyond.

You'll learn:

- Examples of approaches for building ecosystems of content, rather than siloed channels of random acts of content
- An approach for how you can start developing a planning process for a B2B content operation that differentiates your business
- How this approach maps to a new need for marketing technology – and the components of a 2023 content technology stack

10:00–
10:10 a.m.

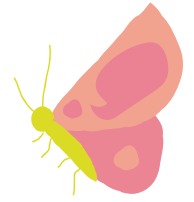
Break

10:10–
11:40 a.m.

Developing a Compelling Strategy That Puts Your Content to Work

A facilitated group discussion led by Robert Rose and Chris Eifert, principal, TriComB2B

Building on Robert's keynote, we'll host a group discussion where attendees can share the ideas they've pursued and the obstacles they've overcome to develop and execute winning content strategies. This is the perfect opportunity to find your messaging focus and refresh your thinking about what content marketing should look like in 2023.



11:40 a.m. –
1:00 p.m.

Break and Lunch

1:00–
1:45 p.m.

Sustainability: A Marketable Advantage or Market Obligation?

A panel discussion with Cummins, Pioneer Natural Resources, BioLife Solutions and Emerson Cold Chain Solutions

OK, we're all in on sustainability. But are we simply meeting market obligations, or have we positioned our businesses for bigger opportunities? Hear from four experts about their journeys in making sustainability part of their respective company's fabric and their vision for how this will change their brand moving forward.

1:45–
2:30 p.m.

Shiny Objects: When It's Right to Change

A talk with Mike Bell, VP and chief creative officer, TriComB2B

How long should a campaign run? When should you change a position? In this session, we'll discuss considerations that inform your decision to make changes. We'll talk about how reputation is gained with repetition and consistency builds expertise.

Together, we'll cover:

- Why developing content may not be enough
- How "top of mind" translates to action
- What challenges consistency
- When change is OK



2:30 –
2:45 p.m.

Break



2:45–
3:30 p.m.

Growing Your Digital Presence Doesn't Have to Be Scary

A talk with Andrew Humphrey, director of media strategy, and Hannah Eisenhauer, digital marketing manager, TriComB2B

It's tempting to chase after new, fleeting marketing trends with urgency for fear of missing out (FOMO). The opposite can also be true, where the fear of the unknown prevents anything new from ever seeing the light of day. Brands that fall on either end of this spectrum often struggle to build a solid foundation for digital growth.

During this session, we'll discuss how you can build or scale a digital marketing campaign that is the perfect balance of cool, trendy and methodical.



3:30 –
4:15 p.m.

A Pragmatic Discussion About Account-Based Marketing

A talk with Andrew Haussegger, co-founder and CEO; and Scott Caulfield, head of account based experience (ABM/ABX), both of Green Hat

There probably isn't a more misunderstood or intimidating category in B2B marketing than ABM. So we're calling on the experts – joining us virtually from Australia – to simplify this seemingly complex methodology. Let's find out together how to design workable account-based plans that are right for our businesses and the best ways to create great account-based experiences.



4:15 –
4:30 p.m.

Summarize Key Takeaways and Closing Discussion



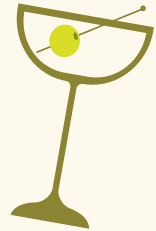


Informal Reception and Dinner to Follow

**4:30 –
6:15 p.m.**

TriComB2B Cocktail Hour

109 N. Main St. Suite 700, Dayton, OH 45402



6:30 p.m.

Dinner at Roost Modern Italian

524 E. Fifth St., Dayton, OH 45402



NOTES:
