

Once Upon a Time in B2B Storytelling @ PwC

If you want your B2B marketing efforts to have a happy ending, your messaging has to strike the right tone with the right people at the right time. Join us for this one-day conference as we shine a light on exclusive insights and creative narratives to help you captivate your audience and potential buyers.

When:

Start: Wednesday, October 23, 2019 at 8:15am

End: Wednesday, October 23, 2019 at 2:30pm

Where:

PwC

300 Madison Ave

New York, NY 10017

Agenda

TIME	EVENT DETAILS
9:00am - 9:30am	Breakfast
9:30am - 9:45am	Opening Remarks
9:45am - 10:45am	THE WORLD'S SIMPLEST BRANDS AND POWER OF SIMPLICITY: A SPECIAL ANA B2B EDITION Want to forge deeper relationships with your customers and employees? Learn how organizations use simplicity to articulate their purpose, deliver a clear value proposition and create simple employee experiences to build a more valuable brand. Moderated by Brian Rafferty, Global Director, Business Analytics & Insights, and based on their annual World's Simplest Brands study, this roundtable

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session uses an interactive format lets each participant share their knowledge and experiences while learning from peers.

About the World's Simplest Brands study:

More than 15,000 people across nine countries in the US, Europe, Asia, India, and the Middle East evaluated brands and industries on their simplicity. Key findings include:

55 percent of people are willing to pay more for simpler experiences.
64 percent of people are more likely to recommend a brand that delivers simple experiences.

A stock portfolio of the simplest global brands has outperformed the average of the major indexes by 679 percent since 2009.

Brian Rafferty

Global Director, Business Analytics & Insights Siegel+Gale

10:45am
- 11:30am

Session 2: TBD

11:30am
- 12:15pm

2019 TRANSATLANTIC TRENDS IN B2B

B2B brands are experiencing significant change as technological disruption and political events unfold. How is this affecting the marketing world?

Each year, B2B International monitors the pulse of the b2b marketing and insight community through its B2B Marketing & Insight Survey. This year's report reveals the marketing strategies in focus, including the extent to which the likes of digital transformation, ecommerce, and people-based marketing are being embraced.

How are your peers doing when it comes to assessing brand health, the customer experience, and segmentation? How are they establishing greater levels of brand engagement? How are they taking control of the buyer journey? Don't miss out on this inside take on what lies ahead!

Nik Werk

TIME	EVENT DETAILS
	Research Director, B2B International Gyro
12:15pm - 1:00pm	<p>Luncheon</p>
1:00pm - 1:45pm	<p>TRANSFORMATIVE NARRATIVES: SHOW PROSPECTS THE LIGHT AND DRIVE MASSIVE DEALS</p>
	<p>Most businesses will admit they fear disruption. Few will admit they fear the transformation necessary to keep disruption at bay, but their hesitancy tells us otherwise. For marketers offering transformational products and services, how do we get prospects to buy in to wholesale change that is at once risky, expensive, and arduous?</p> <p>LivePerson's Brian Donnelly discusses how content marketing and sales enablement can join forces to create sticky narratives that take prospects on a journey from hesitant and complacent to excited and enthusiastic about transformative change. You'll learn how:</p> <ul style="list-style-type: none"> To adopt a focus on 'one goal' throughout the B2B buyer journey to increase success. To reframe the conversation so your offering is the only path forward for a prospect. To cut through the noise with compelling content delivered on the right channel in the right buying phase. <p>Brian Donnelly Marketing Director LivePerson</p>
1:45pm - 2:30pm	<p>2019 B2B AND BRAND PURPOSE STUDY</p> <p>The ANA, in partnership with Harris and the agency Carol Cone on Purpose, has fielded a first-of-its kind study on the state of B2B purpose to better understand the value and outcomes of purpose on businesses and the industry; how purpose attracts talent and drives customer engagement, brand differentiation, and sales and market share; and</p>

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	<p>what's next in B2B purpose. Join us as we reveal the latest insights into opportunities facing B2B leaders.</p> <p>Ken Beaulieu Vice President ANA</p>