

ABM FORUM

MOMENTUM ITSMA 2023

Central London

June 8th 9:00-17:00



Agenda

THURSDAY, JUNE 8

08:30	Registration & Light Breakfast
09:00	20 Years On Alisha Lyndon, CEO, Momentum ITSMA
09:30	ABM in the age of Generative AI Rhiannon Blackwell, ABM Leader, Global Marketing, PwC Rob Leavitt, SVP, Advisory, Momentum ITSMA
10:15	Networking Break
10:45	Embedding ABM in GTM Andrew Fitzgerald, Vice President, Global Account Based Marketing, Kyndryl Rob Wood, Head of Enterprise Marketing, Google Cloud Will Nicholls, Chief Client Officer, Momentum ITSMA
11:30	Enablement, The Secret To Sales And Marketing Alignment Ishma Siddiqi, Product Marketing Director, Criteo Nikki Dawson, Head of EMEA Marketing, Highspot
12:00	Unlocking Organisational Issues: Leading with Confidence Tanya Yazdanpanahi, Executive Coach and Supervisor, Echelons, Organization Development Julie Freeman, Consulting Director, Momentum ITSMA
12:30	Lunch
13:30	Meeting the Cautious Buying Team With Confidence and Conviction Adam Bennington, Head of Consulting, Momentum ITSMA
14:00	Sales Enablement Paul Wooding, Regional Vice President, Cloudera Robert Hollier, Partner & SVP Research, Momentum ITSMA
14:30	ABM at Scale Dianne Edworthy, Global Capital Markets Marketing Manager, Colt Technology Services Turtl
15:00	Networking Break
15:30	Effective Programs; What Are The Key Roles And How Should Teams Align Celia Slack, Senior ABM Practitioner, ServiceNow Vicky Jones, ABM Lead, Arup Guy Phillips, Global Director of L&D, Momentum ITSMA

16:00	Meeting Your Accounts Where They Are: Focusing On The Right Engagement Tactics In Aggregate Infuse Media
16:30	Back to the Future Andrea Clatworthy, Head of Europe Marketing Transformation, Fujitsu Dave Munn, Chief Community Officer, Momentum ITSMA
17:00	Networking Celebrating 20 years of ABM with cheese and wine

Please note: Momentum ITSMA reserves the right to make changes or substitutions to this event.