

Rethink: The Future of Client-Centric GTM

June 24, 2025
County Hall, London

Agenda correct as of May 1, 2025

Rethink: The Future of Client-Centric GTM June 24, County Hall, London

Time	Title	
8.30-9.00	Registration and Light Breakfast	
9.00-9.15	Welcome Address Speakers: Alisha Lyndon, CEO, Momentum ITSMA	
9.15-10.00	Keynote: Client-Centricity: From Ambition to Advantage Speakers: Meta Karagianni, Chief Consulting and Growth Officer, Momentum ITSMA Vincent Rousselet, Senior Associate, Momentum ITSMA	
10.00-10.40	The Client-Centric Growth Imperative: CMO Perspective Speakers: Abhinav Kumar, Global Chief Marketing Officer, Tata Consultancy Services	
10.40-11.15	Coffee Break & Networking Ask the Expert: 1:1 Sessions	
11.15-11.20	Movement Break	
11.20-12.00	Breakout Tracks	
	Track 1: Innovate and Grow with ABM	Track 2: Build Trust and Accelerate Growth with Thought Leadership

	<p>On the Brink of Collapse: How to Build Resilient ABM Value</p> <p>Speakers: Adam Bennington, Principal Advisor, Momentum ITSMA</p> <p>Rebecca Miles, Senior Consultant, Momentum ITSMA</p>	<p>From Top of Mind to Bottom Line: Activating Thought Leadership Across the Buyer Journey</p> <p>Speakers: Mark Wellings, Executive Director, Thought Leadership</p> <p>Aggie Anthimidou, Senior Marketing Lead, Global Industry Marketing, LinkedIn</p>
12.00-13.15	<p>Lunch & Networking</p> <p>12.20-12.50 – Demandbase Spotlight Session</p> <p>12.20-12.50 – Turtl Spotlight Session</p>	
13.10-13.15	<p>Movement Break</p>	
13.15-13.55	<p>Breakout Tracks</p>	
	<p>Track 1: Innovate and Grow with ABM</p>	<p>Track 2: Build Trust and Accelerate Growth with Thought Leadership</p>
	<p>From Pilot to Powerhouse: A Strategic Guide to Scaling ABM</p> <p>Speakers: Alex Brayshaw, Senior Consultant, Momentum ITSMA</p> <p>Lucinda Dobinson, Senior Consultant, Momentum ITSMA</p>	<p>Insight to Influence: Crafting Brand Value and Thought Leadership</p> <p>Speakers: Sarah DeFreitas, Executive Director, Research, Momentum ITSMA</p>

13.55-14.00	Movement Break	
14.00-14.40	Breakout Tracks	
	Track 3: Embed Client-Centricity Across the Organization	Track 4: Break Bad Habits to Ignite Client-Led Growth
14.00-14.40	From Chaos to Clarity: Go-to-Market Orchestration and Alignment Speakers: Meta Karagianni, Chief Consulting and Growth Officer, Momentum ITSMA Carrie Rediker, Principal Consultant, Momentum ITSMA	Insight to Action: Using Critical Client Insights to Underpin Client-Led Strategies Speakers: Sarah DeFreitas, Executive Director, Research, Momentum ITSMA
	Track 3: Embed Client-Centricity Across the Organization	Track 4: Break Bad Habits to Ignite Client-Led Growth
14.45-15.25	Stronger Together: How the Partner Ecosystem is Key to Transformative Growth Speakers: Guy Phillips, Partner, Momentum ITSMA Will Nicholls, Chief Client Officer, Momentum ITSMA	Less Guesswork, More Gears: Tune Your Content Engine for Growth Speakers: Marcia Trask, Principal Consultant, Content Practice, Momentum ITSMA
15.25-15.55	Networking Break Ask the Expert: 1:1 Sessions	
15.55-16.30	Client Vignettes: Stories from the Field	

16.30-17.15	Keynote: Your Roadmap for Building a Future-Ready and Change-Ready Marketing Team Speakers: Meta Karagianni, Chief Consulting and Growth Officer, Momentum ITSMA Jo Connolly, Director, Learning and Development, Momentum ITSMA
17.15-17.30	Closing Remarks Speakers: Alisha Lyndon, CEO, Momentum ITSMA
17.30-18.30	Drinks Reception & Networking