

Rethink: The Future of Client-Centric GTM

June 24, 2025
County Hall, London

Agenda correct as of April 15, 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	
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: Accelerate Growth with Thought Leadership
	On the Brink of Collapse: How to Build Resilient ABM Value Speakers: Adam Bennington, Principal Advisor, Momentum ITSMA Rebecca Miles, Senior Consultant, Momentum ITSMA	From Top of Mind to Bottom Line: Activating Thought Leadership Across the Buyer Journey Speakers: Mark Wellings, Executive Director, Thought Leadership

12.00-13.15	Lunch & Networking 12.20-12.50 – Demandbase Spotlight Session 12.20-12.50 – Turtl Spotlight Session 12.20-12.50 – Altrata Spotlight Session	
13.10-13.15	Movement Break	
13.15-13.55	Breakout Tracks	
	Track 1: Innovate and Grow with ABM	Track 2: Build Trust and Accelerate Growth with Thought Leadership
	From Pilot to Powerhouse: A Strategic Guide to Scaling ABM Speakers: Alex Brayshaw, Senior Consultant, Momentum ITSMA Lucinda Dobson, Senior Consultant, Momentum ITSMA	Insight to Influence: Crafting Brand Value and Thought Leadership Speakers: Sarah DeFreitas, Executive Director, Research, Momentum ITSMA
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	Insight to Action: Using Critical Client Insights to Underpin Client-Led Strategies Speakers: Sarah DeFreitas, Executive Director, Research, Momentum ITSMA

	Carrie Rediker, Principal Consultant, 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	How to Build a Client-Centric Content Engine – and Unlock Its Full Potential Speakers: Tony Coppola, Director of Content Services, 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	