

# SUMMIT AGENDA DAY 1



**COMPETITIVE  
MARKETING  
SUMMIT**

## MONDAY | MARCH 16<sup>TH</sup>

**6:00PM to 8:00PM**      **MONDAY NIGHT WELCOME NETWORKING RECEPTION**

## TUESDAY | MARCH 17<sup>TH</sup>

**7:00AM to 8:00AM**      **REGISTRATION, BREAKFAST, & SPONSOR EXPO**

**8:10AM to 9:15AM** Presented By Renee Murphy  
**Conference Keynote | Inside the Analyst Mind: The Competitive Intelligence Goldmine You're Not Mining**

**9:15AM to 10:00AM** Presented By Jay Nakagawa  
**Session 1 | Crafting Winning Product Strategies with Competitive Intelligence**

**10:00AM to 10:30AM**      **BREAK & SPONSOR EXPO**

**10:30AM to 11:15AM** Presented By Ben Scheerer & Clara Smyth  
**Session 2 | The AI-Augmented Strategist: Evolving Your CI and PMM Role for Speed and Scale**

**11:15AM to 12:00PM** Presented By Katie Berg  
**Session 3 | Designing a Trusted Competitive Data Layer to Power AI Workflows**

**12:00PM to 1:00PM**      **LUNCH, BIRDS OF A FEATHER, & SPONSOR EXPO**

**1:00PM to 1:45PM** Presented By Alan Berkson  
**Session 4 | The Corporate Narrative Advantage: How Storytelling Shapes Competitive Intelligence**

**1:45PM to 2:30PM** Presented By Claudia Clayton & Sandy Almazan  
**Session 5 | The Art of Human Intelligence in Competitive Marketing**

**2:30PM to 3:00PM**      **BREAK & SPONSOR EXPO**

**3:00PM to 3:50PM** Presented By Layton Cox & Abby Stewart  
**Session 6 | Winning on Value, Without Losing on Price**

**3:50PM to 4:45PM** Presented By Alysse Nockles, Matt Krumholz, Dave Bryson, & Pat Wall  
**Session 7 | Return to Basics in CI**

**4:45PM to 5:30PM** Presented By Tracy Berry  
**Competitive Intelligence Mentorship Meet-Up | Connecting Professionals Across Experience Levels**

**5:30PM to 7:00PM**      **EVENING NETWORKING AND COCKTAILS**

# SUMMIT AGENDA DAY 2



**COMPETITIVE  
MARKETING  
SUMMIT**

**WEDNESDAY | MARCH 18<sup>TH</sup>**

<b>7:00AM to 8:00AM</b>	<b>REGISTRATION, BREAKFAST, &amp; SPONSOR EXPO</b>	Presented By Ben Scheerer
<b>8:00AM to 8:05AM</b>	<b>General Session Day 2 Kickoff</b>	Presented By Ritu Kapoor
<b>8:05PM to 8:50AM</b>	<b>Day 2 Keynote</b>	Presented By Zaven Gabriel
<b>8:50AM to 9:40AM</b>	<b>Session 8   Beyond Greenwashing: Leveraging Sustainability Data for Competitive Advantage</b>	Presented By Ann Scheerer, Alexander Van Lewen, Renee Murphy, Clara Smyth
<b>9:40AM to 10:00AM</b>	<b>BREAK &amp; SPONSOR EXPO</b>	
<b>10:00AM to 10:45AM</b>	<b>Session 9   Turning Public Video into CI Gold: A Repeatable Workflow from Discovery to Deal Impact</b>	Presented By Chris Briest
<b>10:45AM to 11:30AM</b>	<b>Session 10   Augmenting GTM with AI</b>	
<b>11:30AM to 12:15PM</b>	<b>Session 11   From Invisible to Influential: Building a Thought Leadership Platform That Opens Doors</b>	Presented By Kelly Schuknecht
<b>12:15PM to 1:00PM</b>	<b>LUNCH, BIRDS OF A FEATHER, &amp; SPONSOR EXPO</b>	
<b>1:00PM to 1:45PM</b>	<b>Session 12   Threading the Needle: Weaving Human Intelligence into CI's Digital Future</b>	Presented By Carolyn Klinger & Mackenzie Wilson
<b>1:45PM to 2:30PM</b>	<b>Session 13   The Intelligence Engine: Scaling Persona-Driven Positioning and Competitive Edge at Red Hat</b>	Presented By Eric Hemesath
<b>3:00PM</b>	<b>CLOSING REMARKS AND FEEDBACK SURVEYS</b>	

