

## Sales & Marketing Summit

Times	Name	Topic
9.55-10.00	Minnie von Mallinckrodt-Grant, Marketing Strategist & Speaker Coach	Opening Remarks
10.00-10.15	David Davies, Channel Management Expert, Sandler Training	Are you building strong foundations for your Partnerships?
10.15-10.30	Chris Hugo, CEO, GovData	Selling to Government – The Art of Research Based Selling
10.30-10.45	James Billington, Corporate Responsibility, Communications and Engagement Executive, Experian PLC	Corporate Responsibility - why it's important to your business
10.45-11.00	Richard Hammond, Founder, HMS16	Blood Pressure goes bang
11.00-11.30	<b>Coffee Break &amp; Networking</b>	
11.30-11.45	Greg Brown, Interim Head of Group Risk, Group Risk, IRM	Introduction to the Institute of Risk Management
11.45-12.00	Steve Reeve, Managing Director, Sporting Difference	The evidence that your salespeople can, and want, to do more
12.00-12.15	Warrick Harniess, Managing Director, Scandinavia Stories	The Secrets of Human Emotion that Make People Buy
12.15-12.30	Ian Moyse, EMEA Sales Director, Natterbox Ltd	How to be the disruptor not the disrupted!
12.30-12.45	Minnie von Mallinckrodt-Grant, Marketing Strategist & Speaker Coach	How To Make Your Next Presentation TED worthy
12.45-13.00	Peter Turley, Director, Sales Talk	SALEStalk for the NOW Generation
13.00-13.45	<b>Lunch Break &amp; Networking</b>	
13.45-14.00	Diego Lunardi, Head of Sales EMEA, Avrion	Maths of Marketing, The Science of Sales
14.00-14.15	Sarb Sembhi, CTO, VIRTUALLY INFORMED	What start-ups get wrong about getting a PoC with enterprises"
14.15-14.30	Claire Walton, Consultant & Coach	The science of trust
14.30-14.45	Fiona Challis, Founder Of The Next Gen Sales Academy	Next Gen Sales: Evolving Your Sales Approach in Today's Emerging Tech World
14.45-15.00	Kazmira Krawchuk, Communications Manager, Monster Energy	Driving youth engagement through action sports marketing
15.00-15.15	Matthew Howell, Partner, Haseltine Lake Kempner LLP	Intellectual Property Considerations for Start Ups
15.15-15.30	Andy Guile, Master Coach and Trainer, International Coaching Academy	How to sell tech product to non tech buyers
15.30-15.35	Minnie von Mallinckrodt-Grant, Marketing Strategist & Speaker Coach	Closing Remarks



All presentations/timetables are subject to change. Please check with onsite event timetable on the day.