



RELEVANCE

TORONTO 2019

AGENDA

Toronto, Ontario
September 26th
8am-6:30pm

8:00-8:30AM..... BREAKFAST

8:30-8:45AM..... Welcome – Jason Atkins

8:45-9:00AM..... Execution – Jim Estill

9:00-9:45AM..... Inspiration – Jody Mitic

9:45-10:30AM..... Buyers Journey, Sal Patalano, Lenovo

10:30-10:45AM..... Coffee Break and Networking

10:45-11:30AM..... Fireside Chat (Leveraging Data)

11:30-12:15PM..... Panel Discussion –
Digital Transformation



12:15-1:15PM..... LUNCH & NETWORKING

1:15-1:45PM..... Product Update

1:45-2:15PM..... Customer Experience – Jay Baer

2:15-2:30PM..... Coffee Break & Networking

2:30-2:45PM..... Jay McBain – Forrester

2:45-3:30PM..... Digital Transformation – Janet Schijns

3:30-4:15PM..... Fireside Chat
(Impact on Social Responsibility)

4:15-4:45PM..... Awards

4:45-5:00PM..... Closing – Jason Atkins

5:00-6:30PM..... Impact Reception with Win and
Regine from Arcade Fire

DON'T MISS OUR
SPECIAL GUESTS &
KEYNOTE SPEAKERS



SPECIAL GUEST SPEAKERS GIVE
INDUSTRY INSIGHT INTO DATA
MARKET TRENDS AND EXPERIENCES