

2019 Calendar

Event	Date	Type	Location
ITSMA's 2019 State of the Profession Address	January 22, 23	Webcast	Online
The Future of Marketing: How will B2B Marketers Succeed in a Fast-Changing World	January 31	Roundtable	London, UK
ITSMA AT LARGE: Connecting with Executives: What Really Works?	February 6	BrightTALK Webcast	Online
ITSMA AT LARGE: Mastering Demand Gen: Integrating ABM, Intent Data, and Conversational Marketing	February 12	Drift Webcast	Online
Next Steps in Collaborative Innovation: Maximizing Impact with Executive Programs	February 26	Webcast	Online
ITSMA Account-Based Marketing SM Certification and Mentoring Programme—Kickoff Workshop	March 5–6	Workshop	London, UK
ITSMA Marketing Excellence Award Webcast Series: Microsoft: Enabling Sales with Account-Based Engagement	March 21	Webcast	Online
ITSMA AT LARGE: Getting ABM Right and Getting Ready for What's Next	March 31	Webcast	Online
ITSMA Marketing Excellence Award Webcast Series: HP: Deepening Engagements and Accelerating Growth Among Cold, Dead, and Hostile Accounts	April 2	Webcast	Online
Aligning ABM and Key Account Management to Build Relationships with Strategic Clients	April 10	Webcast	Online
ITSMA AT LARGE: Turbocharging ABM: Optimizing the Tech Stack for Account-Based Acceleration	April 10	BrightTALK Webcast	Online
ITSMA Marketing Excellence Award Webcast Series: IBM's ExpertAdvice Program	April 11	Webcast	Online
ITSMA Marketing Excellence Award Webcast Series: Cognizant Answers the Question... What To Do When Machines Do Everything?	April 18	Webcast	Online
Digitizing Marketing for Deeper Engagement and Personalization	April 24	Webcast	Online
ITSMA Marketing Excellence Award Webcast Series: LTI: No Marketer Left Behind	April 30	Webcast	Online
2019 Marketing Leadership Forum Strengthening Marketing's Role in Driving Strategic Growth	May 21–22	Global forum	Napa, CA

Check back soon for additional events.

ITSMA reserves the right to make changes or substitutions to any event.

More information

Visit www.itsma.com/events/ for the latest information and to register online.

Event	Date	Type	Location
Strengthening Marketing as a Driver of Strategic Growth	May 30	Briefing	London, UK
	June 6	Webcast	Online
Strengthening Marketing's Role in Driving Strategic Growth	June 12	Roundtable	Bangalore, India
ITSMA AT LARGE: One-Day ABM Expert Training	June 13	Training	New York
ITSMA Two-Day ABM Advanced Training Workshop	June 17–18	Workshop	Mumbai, IN
ITSMA Account-Based Marketing SM Certification and Mentoring Program—Kickoff Workshop	June 19–20	Workshop	Boston, MA
ITSMA 4th Annual ABM Forum Charting Your ABM Journey: Your Blueprint for Success	June 20	Forum	London, UK
Measuring What Matters to Improve Marketing Performance	August 21	Webcast	Online
Effective Storytelling for B2B Marketing [BrightTALK Webcast]	September 18	Webcast	Online
ITSMA AT LARGE: Demandbase London ABM Workshop	September 24	Workshop	London, UK
ITSMA AT LARGE: How to Take Your ABM Career Stratospheric: Ask the Experts	September 25	Webcast	Online
Measuring What Matters in B2B Marketing	September 26	Briefing	London, UK
MARKETING VISION 2019 MIT Samberg Conference Center Annual Conference & Marketing Excellence Awards Ceremony	October 14–16	Global conference	Cambridge, MA
ITSMA Account-Based Marketing SM Certification and Mentoring Program—Kickoff Workshop	October 16–17	Workshop	London, UK
Scaling and Optimizing Account-Based Marketing (ABM)	October TBD	Webcast	Online
Engaging Executives with Thought Leadership & Collaborative Innovation—Joint event with Source Global Research	November 13	Briefing	TBD, UK
Staying Ahead of Executive Engagement Trends: Highlights from ITSMA's 2019 How Executives Engage Study	November 14	Webcast	Online
ITSMA Account-Based Marketing SM Certification and Mentoring Program—Kickoff Workshop	December 10–11	Workshop	Boston, MA
Engaging Executives with Thought Leadership & Innovation	December 11	Webcast	Online

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