

B3 BETTER B2B MARKETING 2016

Register now: BetterB2BMarketing.ca

Why attend Better B2B Marketing 2016?

B2B marketing is a transforming space. With constant innovation in digital channels and technologies, developing unique ways to engage with smart and discerning business buyers is a pivotal point of both long and short-term business development.

That means it's time to make your marketing work harder and deliver results that help you build business. It's time to get better.

The right tools and advice to deliver real results

B3 is a one-day marketing conference curated specifically to deliver dynamic content with actionable, practical takeaways that will work towards building your business.

With expert insights and cutting-edge ideas, B3 tackles the issues that help drive successful business in a transforming market space. Handpicked, engaging and respected speakers will offer insights on building synergies across your business.

Whether you are trying to build engagement, expand experience, develop measurability, or realize new potential, B3 will give you the tools.

Take your B2B game up a notch!

- **Get up to date** on what's happening with Canadian B2B statistics and trends in global markets
- **Learn from Canada's top B2B Chief Marketing Officers** about how they address fast-changing challenges such as technology tools, marketing, sales alignment, exchange rates and talent recruitment
- **Hear international speakers** share their successes in applying content marketing and social media to engage qualified prospects that generate sales
- **Identify technologies and tactics** you don't use yet but could boost your marketing ROI
- **Align marketing and sales** to create more effective teams
- **Raise your strategic and tactical plays** to world class levels

VENUE

February 29th, 2016 [8:30 AM – 4:30 PM]

The International Centre

6900 Airport Road, Mississauga, ON

THE INTERNATIONAL CENTRE

The International Centre is proud to be the venue sponsor for Better B2B Marketing 2016

SPEAKERS



Ann Handley
Marketing Profs



Ally Motz
Sirius Decisions



Scott Brinker
Chief MarTech

TICKETS

EARLY BIRD	EARLY BIRD GROUP (3+)	REGULAR	GROUP (3+)	STUDENT
\$299	\$259/per	\$359	\$309/per	\$59
END JAN 31	END JAN 31	AFTER JAN 31	AFTER JAN 31	

