



MASTERB2B

Master B2B Mindshare Summit Agenda

Thursday, May 18, 2023

University of Chicago Gleacher Center, Chicago, IL

7:30-8:30a

Continental breakfast

8:30-9:15a

Welcome: The State of B2B eCommerce 2023

Join the Master B2B team as we welcome you to our inaugural Mindshare Summit and reveal our exclusive research on *The State of B2B eCommerce 2023*.

Over the past several months, we surveyed **100 B2B buyers** and **100 B2B sellers** and interviewed dozens of B2B eCommerce professionals to understand what's working and not working in the B2B space. In this comprehensive report, we probed areas such as B2B buyer preferences for research and purchasing, what role ecosystems and marketplaces (as well as Amazon) play in the B2B purchase journey, and how B2B sellers are using technology and tools (including AI) to deliver world-class experiences. **Join us to hear what we learned, why we think it's important, and what we believe it means for the future of B2B eCommerce.**

9:30-10:30a

Table Topic Connections

Meet your B2B peers and talk about pressing issues such as: Where are you putting your next dollar? Who is your next hire? What do you wish you could outsource? Who is your biggest C-Suite ally or foe?

You'll get to meet many other executives in a short period of time and discuss real issues along the way - NOT something you can do at a big conference!

10:35-11a

Coffee Break & Org Chart Insights

We all know that if you have the right people in the wrong roles, or the wrong people in the right roles, you're going to swing and miss. What better way to figure out how to get your structure right without having to fail several times first than to see how others have iterated to solve the very same problem. Don't go it solo and repeat the same mistakes others have!

Grab a beverage and snack and contribute to our peer organizational chart collection to learn how other B2B commerce teams are structured, where they report, headcount, and roles.

11-11:45a

Interactive Problem Solving

Participate in a round of peer problem solving sessions where a fellow practitioner shares their challenge and gets feedback and input from our audience. If you've ever had a problem that you just wish you could get another qualified perspective on, this is the place. We're asking select attendees to share a problem they're currently grappling with (*that we'll bet you're also grappling with*) and we're going to leverage the wisdom of the crowd to tackle it. **Expect to hear hard-earned lessons learned, clever insights, and perhaps even a mind-bendingly new and novel approach or two.**

11:45a-12:45p

Lunch

Enjoy lunch with your fellow B2B peers and contribute to and browse our gallery of org charts.

1:00-3:00p

Executive Roundtables (led by Master B2B principals / SMEs)

Choose from five tracks of small group, 1-hour, moderated peer-to-peer discussions on key topics and leave with actionable ideas you can take back to your organization. No PowerPoints allowed - these are all 100% facilitated discussions, each moderated by Master B2B experts in their respective fields. These sessions will be good for all levels of digital maturity – those who've been there and done that will share best practices and those who are new to the problem will challenge the status quo and perhaps have a suggestion or two about newer, better ways to tackle the issues. **You will attend two sessions total.**

Topics may include the following challenges your peers are looking to solve:

- Is your Tech Stack More Like Jenga?
- Getting a real ROI on composable commerce
- How do you know when you've outgrown your commerce platform?
- Using data to create a strategic advantage.
- Is your website's theme song, "*I still haven't found what I'm looking for?*"
How to nail site search.
- Killing it with superior conversion rates
- Leveraging AI to drive better and more profitable experiences right now
- Creating B2B experiences that embarrass the competition
- Making the right choice - the first time - on a Partner and a Platform
- Overcoming channel conflict
- Gaining and sustaining Executive Buy in for Digital Investments
- Optimizing the intersection of ecommerce and sales enablement
- Deconstructing the data conundrum

3:00-3:30p **Afternoon break**

3:30-4:00p **So what?**

Hear the best outcomes from our five tracks of small group discussions (so you don't have FOMO). Unless you're bringing a colleague and you're going to divide and conquer (or you've found a way to be in two places simultaneously), you will benefit from hearing the highlights from ALL of the sessions. Consider it crowdsourced best practicing (yes, we just coined the term).

4:00-4:30p **Open Q/A and start/stop/continue**

Group sharing on what you will start/stop/continue doing as a result of something you heard today as well as topics for future peer discussions. Nothing's useful if you can't actually put it into practice, so we'll take the last 30 mins to help you think through how to take what you've learned and plan to operationalize your best insights.

4:30-5:30p **Cocktails for the Extroverts – Lounge**

Join your peers and MB2B for a parting drink and snack, because we can!

