



Master B2B Mindshare Summit

Tuesday, June 4, 2024

University of Chicago Gleacher Center, Chicago, IL

Tuesday, June 4th:

7:30-8:30a

Continental breakfast

8:30-9:15a

Welcome: The State of B2B eCommerce 2024

Join the MasterB2B team as we welcome you to our second annual Mindshare Summit and reveal our exclusive research on *The State of B2B eCommerce 2024*.

9:30-10:30a

Table Topic connections

Meet your B2B peers and talk about pressing issues such as: What are you *really* doing with AI?, What technology are you buying this year?, Who should own customer experience at your company?

10:35-11a

Coffee break

Grab a beverage and snack and continue table topic conversations (optional).

11-12:30p

Been there, done that.

Your B2B colleagues have been pioneering in data, AI, buyer experience, marketplaces, and partnering with Amazon, all with mixed success. Join us to ask them the hard questions about what they've learned and what you should do next.

12:30-1:15p

Lunch

Enjoy lunch with your fellow B2B peers.

1:15-3:30p

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 will all be 100% facilitated discussion moderated by Master B2B experts in the respective field. 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 problem. **You will attend two sessions total.**

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

- Optimizing your product data for the best search experience
- Leveraging AI to drive better, more profitable experiences right now
- Winning with analytics in B2B
- Amazon: Friend or Foe?
- Creating a best in class unified commerce experience
- Making the right choice - the first time - on a Partner and a Platform
- Gaining and sustaining executive buy-in for Digital Investments
- Navigating the intersection of ecommerce and sales enablement
- Deconstructing the data conundrum

3:30-3:45p

Afternoon break

3:45-4:15p

CFO Panel

4:15-5:00p

So what? Start/Stop/Continue

Group sharing on what you will start/stop/continue doing as a result of something you heard today. 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.

5:00-6:00p

Cocktail Reception- Lounge

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

6:00 - 9:00p

Dinner & Conversation with your B2B peers