



Master B2B Mindshare Summit

Tuesday, June 4, 2024

University of Chicago Gleacher Center, Chicago, IL

Tuesday, June 4th:

7:30-8:30a

Continental breakfast – Room 621

8:30-9:25a

Welcome: The State of B2B eCommerce 2024 – Room 621

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 – Room 621

Meet your B2B peers and talk about pressing issues such as: What is the #1 thing your customers are asking for this year?, Is Amazon a friend or foe?, Who will be your next hire?, and more!

10:30-11:15a

Coffee break – outside Room 100

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

11:20-12:30p

Been there, done that – Room 100

In this interactive session, you'll hear from three fellow practitioners about key lessons learned from their recent work on PIMs, AI, and more.

12:30-1:15p

Lunch – Room 621

Enjoy lunch with your fellow B2B peers.

1:15-3:30p

Executive Roundtables – 6th floor

Choose from 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 include the following challenges your peers are looking to solve:

- Using AI to drive better, more profitable search experiences
- When is the right time to upgrade your B2B tech?
- Delivering despite your dirty data
- Implementing Applied AI in B2B commerce
- Moving beyond transactional commerce
- Prioritizing resources to deliver a better commerce experience
- Gaining and sustaining executive buy-in for B2B digital investments

3:30-3:55p

Afternoon break – outside Room 100

4:00-5:00p

How to win friends and influence people – Room 100

Hear from your peers on their efforts to drive change at their organizations.

5:00-6:00p

Cocktail Reception- Room 621

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

6:00 - 9:00p

Dinner & Conversation – Room 621