

# SPRINGBOARD

THE NEW **VIRTUAL** EVENT  
RUNNING ON **CGF LEAPFROG ENGINE**

11<sup>th</sup> MAY 2021

CONNECTED  
CUSTOMER JOURNEY:  
NAVIGATING  
COMPLEXITIES  
IN THE ROUTE  
TO MARKET



SPRINGBOARD





Relevance and agility are proven winners in the age of increasing complexity in the route to market. How can you stay relevant and agile to accelerate growth?

**Join us as Salesforce industry experts share trends, insights, and strategies for navigating the landscape to:**

- **Collaborate and manage key accounts**
- **Optimise field execution**
- **Deliver digital engagement and service**
- **Incentivise channel partners**
- **Enable agile, sustainable operations**

## SESSIONS

- **Digitise Your Go To Market Strategy to Drive Growth**

Learn how to modernise your route to market and connect siloed functions across the value chain to deliver growth.

**5:00PM - 5:20PM CET**

- **Connect the Customer Experience with a Collaborative Sales and Planning Journey**

Hear how a strong, connected customer experience can maximise your sales, optimise execution, and ensure customer satisfaction.

**5:25PM - 5:45PM CET**

- **Incentivise Channels Partners with New Age Loyalty**

Learn how you can capture customer mindshare with engaging incentive programs designed to drive brand loyalty with customers.

**5:50PM - 6:10PM CET**

- **Scale Distribution with Always On Commerce and Service**

Hear how you can deliver the same consumer digital experiences to channel partners by scaling always-on digital engagement.

**6:15PM - 6:35PM CET**

- **Connect Purpose and Profit, Driving Sustainability in Consumer Goods**

Hear how you can do well and do good by delivering a transparent sustainability programme.

**6:40PM - 7:00PM CET**

- **Deliver Resonant Marketing with Unified Data**

Learn how consumer goods brands have been unifying their marketing data sources to understand their consumer better and deliver the right messages at the right time.

**7:05PM - 7:25PM CET**

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**Spaces are limited!**

**REGISTER**

For more information, please contact:

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