ABPM
2017 EUROPEAN CONFERENCE
June 27-29  Paris, France
Tuesday, 27 June, 2017

14:00-15:30 Conference Check In - Pullman Hotel Eiffel Tower, Lobby

15:45 Walk to Salesforce Executive Briefing Center

*We will depart as a group from the lobby. Please wear comfortable shoes for the evening walk.*

**Welcome and Salesforce Program Overview and Tour**

The Salesforce Executive Briefing Center (EBC) in Paris opened its doors in 2015 and is part of a global briefing program, encompassing mainly San Francisco (Headquarters), London, Amsterdam and Munich. The Paris Executive Briefing Center is at the center of the Salesforce office, 100 meters away from the Eiffel Tower. The building hosted, decades ago, the French Navy and you will discover some traces of the Navy even now. Salesforce France is excited to welcome briefing professionals from around the world.

17:30 Break

17:45 Meet the Suppliers

Whether you're in the market for briefing program products and services now, or whether you want to collect collaterals for future reference, this reception celebrates ABPM’s vetted supplier members and is designed to meet your information needs!

18:30 Reception à la Paris

**Sponsored by Downstream**

Get to know the briefing professionals you will spend the next few days with at this opening evening event, enjoying hors d'oeuvres and drinks that reflect the local culture.

Wednesday, 28 June, 2017

7:45 Walk to Salesforce Executive Briefing Center from Pullman Lobby

8:00 Breakfast

8:40 - 10:10 Breakout Sessions

*When They Can’t Travel: Remote Presenters, Virtual Briefings and More!*  

**Renée Niebelski, Director of Global Experience, Polycom**

Because the demands on our top discussion leaders increase every year, it may not always be possible for them to travel to your center. This is particularly challenging for remote centers and global programs. Additionally, your customers are more informed and have more targeted requests that often must be met by just those top discussion leaders. But many Briefing & Experience Programs continue to have concerns about incorporating video into their briefings for fear that it is too expensive or will make the experience too impersonal. In this session, we will walk through how to incorporate Video into your briefing portfolio in a reliable and personal way, thereby expanding your portfolio of discussion leaders and the overall value of your program. Regional center teams and global program teams who rely on remote discussion leaders may find this session especially important.

**Advisory Boards and Other Advocacy Strategies**  

**Ellen Barnes Pfiffner, EBC Consultant, EBP Business Consulting**

In the twentieth century, our best work required isolation and specialization. Deep expertise in specific areas was the key to product development and operation excellence. Today, we live in a different world. It is especially apparent in our briefing programs as we daily navigate across all departments to source the information, resources and support to create agendas and customer experiences that address the needs of complex customer requirements. A strategy for program advocacy provides opportunities for success building collaboration and program support with internal groups such as sales, marketing, product management, product marketing, R&D, and other invested departments or even individuals. It is essential that programs work across functions, departments, and committees to create the synergy needed to deliver impactful briefing experiences; especially when resources are limited. A strategy to purposely bring people together will help achieve results.

10:10 Break

**Free presentation copies to conference attendees**

In the weeks preceding the conference, the ABPM staff will collect session presentations that are made available by presenters. Those presentations will be provided in either Powerpoint or pdf format via a private url free of charge to those who attended the conference. So, if you just can’t decide which session to attend, you’ll have another opportunity to get the information you need.
10:30 - 12:00 Breakout Sessions

Leveraging Immersive Technologies and Interactivity to Build Customer Engagement and Brand Affinity
Trent Oliver, CEO, Blue Telescope

Immersive technologies and digital interactivity have been shown to boost learning, emotion, and memorability in brand environments. How can we leverage interactivity to go beyond passive presentations and build active engagement into briefing centers? This session will examine strategies and tactics for using interaction to spur conversation, communicate complex concepts, and bring the voice of the customer into the EBC experience. We will explore: modes of interaction, from gameplay to exploration to creativity; emerging technologies for interaction; and case studies from EBCs and beyond.

How Salesforce is Using Salesforce to Measure the Impact of the Briefing Program
Laurent Picot, Senior Manager, Salesforce Executive Briefing Center, Paris

An early breakthrough for measuring “contribution to business results” came many years ago when the ABPM’s then-NCR manager had the rather brilliant idea to integrate his briefing automation tool with his company’s CRM system. In this session, Laurent will describe how Salesforce uses Salesforce to measure ROI and track data within the EBC program. Access to data is essential to quantify and qualify the Salesforce program’s added value and contribution. Explore the tools that Salesforce uses to track EBC activity and effectiveness, from the initial request form to reporting, opportunity tracking, dashboards and communication.

12:00 Lunch

13:00 - 14:30 Breakout Sessions

Creative Ways to Augment Funding
Jon Hadfield, EMEA Briefing Manager, Verizon

The cost of developing and maintaining a briefing program can be significant, and securing funding, whether for a new project or augmenting an existing program, can often be a challenge. Seeking alternative and creative ways to augment funding outside of traditional channels can help. For this session, we are excited to hear from Jon Hadfield, EMEA Briefing Manager, Verizon. Jon will tee up discussion by presenting a case study on the process Verizon initiated to secure funding from Sales and Partners to support their program expansion. Come with your ideas and questions for a lively brainstorming session on getting creative when it comes to securing the necessary funding to realize the vision for your program!

The Right Stuff: Building a World Leading Customer Engagement Team
Dave Brooks, Manager, EMEA Customer Engagement Center, HPE; and Jesse Hanz, Director, Experience Centers, Schneider Electric

Customer engagement centres are so much more than a great place to meet; the right team, combined with the right facilities, brings an engagement to life. How do we put that team together in a world of limited resources? In this session, Dave and Jesse will present their respective case studies as they examine different ways to build the team and drive support from across the business.

14:30 Break

15:00 - 16:30 Breakout Sessions

Our Path Together: Bridging the Culture Gap between HQ and Regional EBCs
Ann-Marie Cole, Salesforce EBC Sr. Manager, EMEA and Heather Romios, Sr. Director, Executive Briefings, Salesforce HQ

As we all know, the art of the executive briefing program is unlike any other function/department within a global organisation. Duplicating the approach from HQ doesn't always work, and careful consideration must be given to the unique culture, business, markets, resources and properties of each location. Join Ann-Marie and Heather for an engaging discussion on best practices and lessons learned. They will share tips on what they have discovered, including when to synergise, when to be divergent, and how to collaborate across time zones/regions to create a virtual team. In essence, this session will explore how they work together to get the best results from a global EBC program.

Managing the Proliferation of “Pop-Up” Centers by Leveraging Your Program’s Brand
Giancarlo Scaramelli, Director of Operations, NovoServe, and Paul van der Lingen, General Manager, EBC EMEA, NetApp

We’ve established the value of an EBC… but what about its brand? What does it represent internally, and how is it placed to be the pinnacle of your company’s experience. An EBC – particularly an EMEA EBC that follows a USA deployment – has to find its unique value in this space. It needs to offer more than “just a posh meeting room”, usually in the context of fewer executives being available than at home in the “mothership”. It’s all about Brand and value. During challenging economic times, how do we protect that internal Brand – and therefore the company Brand – from the impact of cost cutting regions who “pop up” what they call an EBC in local offices. Giancarlo developed the EMEA EBC for NetApp – he brought the brand over from the USA and implemented one of the most successful EBC experiences worldwide. He then accepted a new challenge, and Paul van der Lingen took over the Briefing Center. Learn how this magical experience has changed over time. Hear what tactics emerged during the good times, how they evolved during the tougher times, and again, in a period of growth how we leverage the Internal Brand to drive the external one.
**17:00 Free Night in Paris**

The Conference hotel is located near one of the most popular areas of Paris, the Champs de Mars. It’s within walking distance to many dining, shopping and entertainment choices. Enjoy exploring one of the great cities of the world.

**Thursday, 29 June, 2017**

**9:00 - 17:00 Tour Day**

Please wear your badges and bring your passports on Tour Day. The group number on your badge indicates the bus you should board. Cameras are prohibited on Tour Day. Approved photos are available upon request. Board bus from Pullman Eiffel Tower lobby. Please be ready to board at 8:45 to avoid being left behind!

**Microsoft Technology Center** - The Microsoft® Technology Centers (MTCs) are collaborative environments that provide access to innovative technologies and world-class expertise, enabling customers to envision, design, and deploy solutions that exactly meet their needs. Centers are environments that support briefings and demonstrations as well as prototyping experience around Microsoft technology solutions as well as third party and competitive solutions for comprehensive and interoperable solutions. Technology Experts work side by side with customers and partners to rapidly find solutions to technology challenges (present or near future, innovation scenarios and new usages). Our staff’s expertise and in-depth knowledge of Microsoft products and technologies as well as learning from others, ensure the benefit from development best practices and state of the art solutions. Industry Leaders: The MTCs have formed alliances with industry leaders to provide comprehensive resources, including hardware, software, and services, made available to customer and partners thru the Centers.

**Schneider Electric** - located within our headquarters, just outside of Paris in Rueil-Malmaison, France, the Schneider Electric Innovation Hub leverages immersive environments and interactive technology to tell the story of our company, story, solutions and products. The Hub uses this captivating approach to storytelling to present topics such as the world Energy dilemma, an introduction to Schneider Electric, and how Schneider is uniquely positioned to address those dilemmas facing our world today. It offers a lens into the heart of Schneider Electric and our approach and commitment to innovation, digitalization and sustainable development. The Innovation Hub also showcases some of the flagship products and a sample of technological innovations that will influence future Schneider Electric products and solutions. The showroom welcomes different type of visitors: Customers, Prospects, Partners, Investors, Institutions, Influencers, Universities, Schools & Students, Press & Medias… and Schneider Electric employees around the world.

**19:15 - 23:00**

**Final Evening Dinner Cruise on the Seine**

*Sponsored by Electrosonic*

On our final evening of the 2017 European Conference, we’ll enjoy an evening cruising along the Seine enjoying the sights of some of Paris’ most famous landmarks. The boat will take you past the Notre Dame Cathedral, the Louvre, Pont Neuf and, of course the Eiffel Tower. Complimenting the spectacular sights will be a lovely four course dinner and live music. *We will walk to Port Debilly from the Pullman Eiffel Tower lobby.*

**Lodging & Ground Transportation**

The Pullman Paris Eiffel Tower located at 18, avenue de Suffren 75015 in Paris is offering an ABPM block rate for the European Conference. Go to the 2017 European Conference page on ABPM.com to download the form to make your reservation in the block. The €250 VAT included ABPM room block rate is available on a first-come, first-served basis and is based on availability. Once all rooms booked at the conference rate are booked, regular rates will be charged. The room block expires April 27th so book early! From Paris airport - Charles de Gaulle, take the RER B in the direction of Robinson/Saint-Rémy-les-Chevreuses. Change at Saint-Michel - Notre-Dame and take the RER C, in the direction of Versailles/Saint-Quentin in Yvelines/Pontoise/Argenteuil. Get off at the Champs de Mars/Tour Eiffel stop then follow avenue de Suffren 109 yds. Links to additional information can be found on the European Conference page on ABPM.com.
The ABPM gratefully acknowledges the following Sponsors whose generosity is contributing to the success of the 2017 Spring Conference

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Questions? Call +1 214-389-0990 or email info@abpm.com.

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