## Gartner Opening Keynote: Winning in the Turns  
**Michele Buckley, Mark McDonald and Rajesh Kandaswamy**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08:45 – 09:15</td>
<td>Refreshment Break in the Exhibit Showcase</td>
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| 09:15 – 11:00 | Using Cloudbuild Adoption Trends to Predict Next-Generation Market Movers  
**David Groombridge** |
| 11:00 – 12:00 | Winning in the Turns: The Modern Marketer’s Guide to Success  
**Ed Anderson** |
| 12:00 – 13:30 | The Top 10 Strategic Technology Trends for 2020  
**Rajesh Kandaswamy** |
| 13:30 – 15:00 | How to Optimize the Marketing Potential of Your Portfolio  
**Mark Stanyer** |
| 15:00 – 16:30 | Ask the Expert: Ask Marketplaces Good for Software Providers?  
**Mark Paine** |

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