Gartner Tech Growth & Innovation Conference
18 – 19 May 2020 | London, UK
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Europe’s Most Important Gathering for Technology and Service Providers

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In today’s environment, technology product and service providers face many converging turns like economic uncertainty, shifting buying behaviors, unprecedented technology disruption, talent shortages and unanticipated competition. To win in these turns, leaders can attend Gartner Tech Growth & Innovation Conference, 18 – 19 May 2020 in London, UK. They must continually advance existing business practices and offerings while simultaneously pursuing critical innovations.

Ignite Innovation to Gain and Sustain Competitive Advantage

The best, most successful companies “win in the turns.” It is accelerating through the challenges, the risks and the uncertainties that separates the winners.

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Winning in the Turns

Identification of emerging technologies and trends play a significant role in disrupting current markets and creating new ones. It is vital for technology and service providers to seize emerging technologies and leverage them innovatively and effectively at the right time. This track focuses on the latest technologies and trends that you need to capitalize on for outsized growth and market leadership.

Program Tracks

A Capturing Market Share Rapidly
Winning—and sometimes surviving—is about making the right investment decisions and maximizing the effectiveness of scarce resources. Growing market share fast is the success measure that matters most in today’s tech environment. The genius lies in scaling while optimizing the path to growth. This track provides key insights on scaling success in times of economic uncertainty and scarce resources.

B Redefining Products and Portfolios
Making bold shifts to leap the competition means anticipating market opportunities and delivering product innovation that prevents new, even unanticipated challengers. Defending against only known competitors is a losing strategy. Winning tech providers will seize opportunities by taking the offense and leaving little room for vulnerability. This track will help you learn how to redefine your products and portfolios to progress beyond differentiation and move closer to unbeatable.

C Growing Your Customer Base
Technology innovation is accelerating. New competitors and new business models abound. And shifts in buyer priorities are continuing to proliferate. As a result, buyers are constantly reworking their technology plans and shopping for new innovation. Providers must seek to earn business that translates to high-quality deals from buyers that will convert for new innovation. Providers must seek to earn business that translates to high-quality deals from buyers that will convert.

D Emerging Technologies and Market Trends
Emerging technologies and trends play a significant role in disrupting current markets and creating new ones. It is vital for technology and service providers to seize emerging technologies and leverage them innovatively and effectively at the right time. This track focuses on the latest technologies and trends that you need to capitalize on for outsized growth and market leadership.

Key Take-Aways

- Identifying opportunities to gain competitive advantage and invest for growth during shifting times
- Preparing your business model to scale while meeting the priorities of today
- Driving brand awareness, customer adoption and retention
- Building effective partnerships and ecosystems

For the most up-to-date information about speakers, sessions and schedules please visit www.gartner.com/eu/tech
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 08:45 – 09:45 | Gartner Opening Keynote: Winning in the Turns  
Michele Buckley, Mark McDonald and Rajesh Kandaswamy |
| 13:30 – 14:00 | Invest in Strategic Initiatives That Drive Competitive Advantage  
Mark Petty |
| 15:15 – 16:00 | Don’t Create Awareness … Create Buyer  
Solution Provider Sessions |
| 16:45 – 17:15 | Refreshment Break in the Exhibit Showcase |
| 17:15 – 18:00 | Gartner Keynote: Seven Disruptions Tech Providers May Not See Coming  
Neil Barton |
| 18:00 – 18:30 | Networking Reception in the Exhibit Showcase |
| 09:45 – 10:15 | Refreshment Break in the Exhibit Showcase |
| 10:15 – 11:00 | Ride New Buying Patterns to Succeed in New Market Realities  
David Groombridge |
| 11:15 – 12:00 | Three Scalable Sales Sprints That Drive Product and Services Growth  
Michele Buckley |
| 12:00 – 13:30 | Networking Lunch in the Exhibit Showcase |
| 13:30 – 14:00 | Winning Providers in the Future will Either be Market Makers or Market Takers  
Kaustav Dey |
| 13:30 – 14:00 | Drive Growth With Edge Computing to Support Digital Touchpoints  
Rene Buest |
| 14:00 – 14:40 | Don’t Just Have the Right Talent, Acquire It to Win in Turns  
Kaustav Dey |
| 14:45 – 15:00 | The Future of Account-Based Marketing  
Julian Poulter |
| 15:15 – 16:00 | How to Find the Culture DNA That Will Enable New Products with Sales  
Mark Greenbridge |
| 15:15 – 16:00 | Problems With Proof-of-Concepts (POCs) to Drive Sales  
Mark Paine |
| 15:15 – 16:00 | How Do I Take My Customer Advocacy Beyond  
Jen Singleton |
| 16:00 – 16:40 | How to Get the Talent Your Business Needs  
Kaustav Dey |
| 16:15 – 17:00 | Theater: The Top 10 Critical Insights That Sales Needs to Engage With New Customers and Prospects  
Michele Buckley |
| 16:45 – 17:30 | Theater: The Evolving Role of Technology Product Marketing  
Alastair Woolcock |
| 17:15 – 18:00 | Theater: Revenue Opportunities in the Digital Workplace  
Paul Saunders |
| 18:00 – 18:30 | Networking Reception in the Exhibit Showcase |

**Agenda as of 22 January 2020**

When attending this event, please refer to the Gartner Conferences Navigator for the most up-to-date session and location information.
The conference covers the latest trends in technology, along with business and technology innovation from a market growth stand-point. Specifically tailored, practical advice is given to product leaders so they can gain a better understanding on how to improve the planning and implementation of their product strategies - from inception through development, positioning, implementation, life-cycle management and product marketing.

What’s New For 2020:
- Content Direction
- Keynote Speakers
- Program Track: ‘Emerging Technologies and Market Trends’
- ‘How To Sessions’
- Meet New Analysts
- More Networking Opportunities

Visit gartner.com/eu/tech or call +44 (0) 20 3993 5184 for updates and to register!
Registration and pricing

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- Gartner One-on-One consultation
- How to Clinics and interactive Workshops
- Ask the Expert group Q&A
- Exhibit Showcase and Gartner Zone
- Networking lunches and receptions

*Online pre-registration is required for one-on-ones, workshops and roundtables. Reserve your place early, as space is limited.

Gartner Tech Growth & Innovation Conference attracts Tech CEOs and their product leadership teams who are actively seeking solution and services.

Exhibitor Showcase

Biomni helps improve the flow of information within the business, making employees, customers, more productive and empowered. Our solution, Tenjin, links users with knowledge, services and automation to dramatically increase both customer and employee experience.

Interested in becoming an exhibitor at Gartner Tech Growth & Innovation Conference 2020? Contact us at european.exhibits@gartner.com

Early-bird discount

Save €350 when registering before 20 March

Early-bird price: €2,525 + U.K. VAT
Standard price €2,875 + U.K. VAT
Public Sector price €2,275 + U.K. VAT

3 ways to register

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Gartner conference tickets

A Gartner ticket covers both days of the Conference. Contact your Account Manager or email GlobalConferences@gartner.com to register using a ticket.

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Conference Venue

Sofitel London Heathrow Hotel
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