



## **Master B2B Mindshare Summit**

*Wednesday, March 12, 2025*

University of Chicago Gleacher Center, Chicago, IL

### Wednesday, March 12th:

7:30-8:30a

#### **Continental breakfast**

8:30-9:15a

#### **Welcome: The State of B2B eCommerce 2025**

Join the MasterB2B team as we welcome you to our third annual Mindshare Summit and reveal our exclusive research on *The State of B2B eCommerce 2025* as well as discuss the top priorities for B2B executives.

9:15-10:45a

#### **Table Topic connections**

Meet your B2B peers and talk about pressing issues in 15-minute speed dating rounds.

10:45-11:15a

#### **Coffee break**

Grab a beverage and snack and connect with your manufacturer and distributor peers.

11:20-12:30p

#### **Been there, done that**

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

12:30-1:30p

#### **Lunch**

Enjoy lunch with your fellow B2B peers and connect on mutually important topics.

1:30-3:30p

#### **Executive Roundtables**

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
- Optimizing long-tail products and customers

3:30-3:45p

**Break**

3:45-4:30p

**Org workshop**

Small group working session with orgs of your size to discuss org charts, reporting structures, resources, and hiring.

4:35-5:30p

**How to win friends and influence people**

Hear from a panel of CFOs on the most important tactics to driving investments in digital.

5:30-7:00p

**Cocktail Reception**

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