THE GLOBAL ABM CONFERENCE

FROM B2B MARKETING

WELCOME TO THE ACCOUNT-BASED REVOLUTION

5 November
2025
London



100% attendee satisfaction in 2024

58% rated it Excellent

42% rated it Good

Let's be clear: B2B is changing. Whatever growth is happening in 2025 is account based.

Increasingly, you'll find ABM at the heart of the best GTMs. Understanding customers. Forging relationships. Aligning around strategic goals. This is more than just marketing: great ABM is an organisation-wide change maker, assumption shaker, and silo breaker.

But to make that leap, you'll need more than just inspirational speeches and AI hype. You'll need detail, frameworks, benchmarking, and peer learning – all tailored to your individual needs.

And that's where **The Global ABM Conference** comes in.

What's on the agenda?

Take a look at our top session picks



TRACK: Keynote

ABM Now: The unifying force for customer-centric growth

Robert Norum, *ABM & Demand Strategy Expert*, **Propolis** and Richard O'Connor, *CEO*, **B2B Marketing**





TRACK: Keynote

ABM vs. ABE: Does it really matter? Lessons from Genesys' journey

Jon Moger, *VP, EMEA Regional Marketing*, **Genesys**



TRACK: Design your strategy

Small budget, big wins: The Power of 1:1 ABM

Lisa Cripss, *ABM Manager*, **Workhuman**



TRACK: Successful stakeholder alignment

Building trust: Marketing as strategic advisor, not campaign pusher

Joel Harrison, *Founder*, **B2B Marketing**



TRACK: Innovation & AI

Buying groups conquered: How AI + strategy created ABM's most scalable success story

Marta George, *Head of ABM Programmes*, EMEA, **Ping Identity**, and Charlotte Graham-Cumming, *CEO*, **Ice Blue Sky**



"Great day - I always put my head down at the end of the day after this event and feel a little more informed, inspired and educated in the world of ABM."

Graham Reed,
Head of Business Creation,
Ice Blue Sky

ABM Essentials Training

4 November 2025 | London

You have the option to book a full day of in-person ABM Essentials Training, taking place on 4 November 2025, as part of your Global ABM Conference pass. You can also book in-person training only.

Our ABM Essentials Training is designed to provide you with an in-depth understanding of how to successfully integrate ABM into your organisation's marketing and sales strategies. Delivered by renowned ABM expert Robert Norum, this course offers a hands-on, practical approach to mastering ABM principles.

What to Expect:

- A complete guide to the fundamentals of ABM and how to effectively embed it within your business.
- Real-world case studies that demonstrate ABM's effectiveness.
- Practical tools and insights to implement ABM strategies that yield measurable results.

With over 750 professionals trained in the past three years, ABM Essentials is one of our most successful courses, empowering marketing leaders with the skills and knowledge they need to deliver impactful, personalised campaigns.



"It was one of the best training sessions I've ever had. [Robert] was such an expert, it was structured, and the content was on point."

Julia Rohracher, *eCommerce Marketing and Communication*, **Mondi Group**

"Robert is full of knowledge, he teaches in a way that is easy to understand, and he gave everyone plenty of time and space for questions and knowledge sharing."

Aman Sangha, *Senior Marketing Executive*, **Advania**

Practical AI for ABM: Define, Pilot, Prove

New Training Course!



4 November 2025 | London

We have confirmed a brand new training course for 2025. You now have the option to book a full day of in-person Practical AI for ABM Training, taking place on 4 November 2025, as part of your Global ABM Conference pass. You can also book in-person training only.

Right now, ABM teams are under a lot of pressure from leadership to make campaigns more efficient with AI. In the midst of this, they're left figuring out what actually works, where to find reliable data, and how to prove it's driving revenue. This session will show you exactly where AI helps your ABM program, and where it risks wasting your time.

In this session, Orla Murphy, Founder & ABM Strategist at mavenB2B, and Jake Bird, Director at JI Marketing, will coach you through a real ABM program scenario from start to finish, building an AI-assisted plan that actually makes sense - and prove that AI is definitely not about to take your job!

What to Expect:

- A straightforward framework connecting problems to AI tools to ABM results
- How to choose the right AI pilots with human-in-the-loop oversight
- Turning account insights into messaging strategies and content plans that work
- A measurement approach that connects AI outputs to revenue

This course will give you the practical knowledge you need to align your team, use AI effectively for ABM, and demonstrate real revenue impact.

Meet ABMers from the biggest brands in B2B



> *First time visit and thought it was extremely useful as a new ABMer. I liked the educational element as well as practical application and data facts shared in sessions."*
>
> Juskiran Sond,
> *Senior Global ABM Digital Marketing,*
> **Riverbed Technology**

> *It was an insightful day, full of lovely people willing to collaborate and chat about their experiences with a fun and positive atmosphere."*
>
> Maria Sanchez,
> *Head of Marketing Private Sector,*
> **Fujitsu**

Secure your place

Ticket package options

Conference Pass

Early bird price: **£549**+VAT (save £150 on standard!)
Ends 26th September

Standard price: **£699**+VAT

Conference + Training Pass

Early bird price: **£1299**+VAT (save £150 on standard!)
Ends 26th September

Standard price: **£1449**+VAT

Training Only Pass

Standard price: **£899**+VAT

Start-Up Pass

Standard price: **£299**+VAT

If your organisation has fewer than 10 employees and is no older than 3 years, you can apply for a start up pass.

SELECT YOUR PACKAGE AND BOOK

> *"This was a fantastic experience, I really enjoyed attending - it really sparked ideas for me and it was great to have space to be creative and learn from others. An extremely well coordinated, innovative and inspiring event."*

Wilma Saah, *National Marketing and Communications Manager*, **FRP Advisory**



Get your ABM intelligence fix ahead of the event

At B2B Marketing, we keep our finger on the ABM pulse, providing you with the latest insights and examples to easily access and digest without trawling the internet for hours. Take a look at our newest ABM resources from Propolis, our intelligence platform for B2B marketers.

The ABM Strategy Pack

The Propolis ABM Strategy Pack covers the essentials of account-based marketing (ABM), providing practical ABM insights and tools to help you develop effective strategies for growth. We offer a Lite version of the pack as a preview of the full pack, available with a Propolis membership.

The Lite version includes:

- 3 modules of our ABM 101 on-demand training course.
- 4 separate downloadable models showcasing the strategies needed at the 1:1, 1:Few, and 1:Many stages.
- 30 minutes of our Best Practice Briefing on "How ABM can help you align sales and marketing".
- 2 award-winning case studies from teams who have done ABM successfully.



ACCESS IT HERE

Award-Winning ABM Strategies for B2B Growth

If you're looking for some inspiration in elevating your ABM program, look no further. This report, How to Win with ABM: Lessons from the 2024 B2B Marketing Awards offers a behind-the-scenes look at what today's top-performing B2B marketers are doing differently.

Drawing from over 60 standout ABM campaigns from the 2024 B2B Marketing Awards, this exclusive report reveals how industry leaders are blending strategy, creativity, and technology to achieve serious results, like 564% pipeline growth and 85% win rates.



DOWNLOAD IT HERE

About B2B Marketing

Established 20 years ago, B2B Marketing is the number one, go-to resource for B2B marketers globally. With over one million website visits each year and over 400k followers and subscribers, our community is unparalleled. Every year we organise some of the biggest and most influential events in the B2B world, where members and guests gather to learn how to do their jobs better and improve their marketing results.



Our Products

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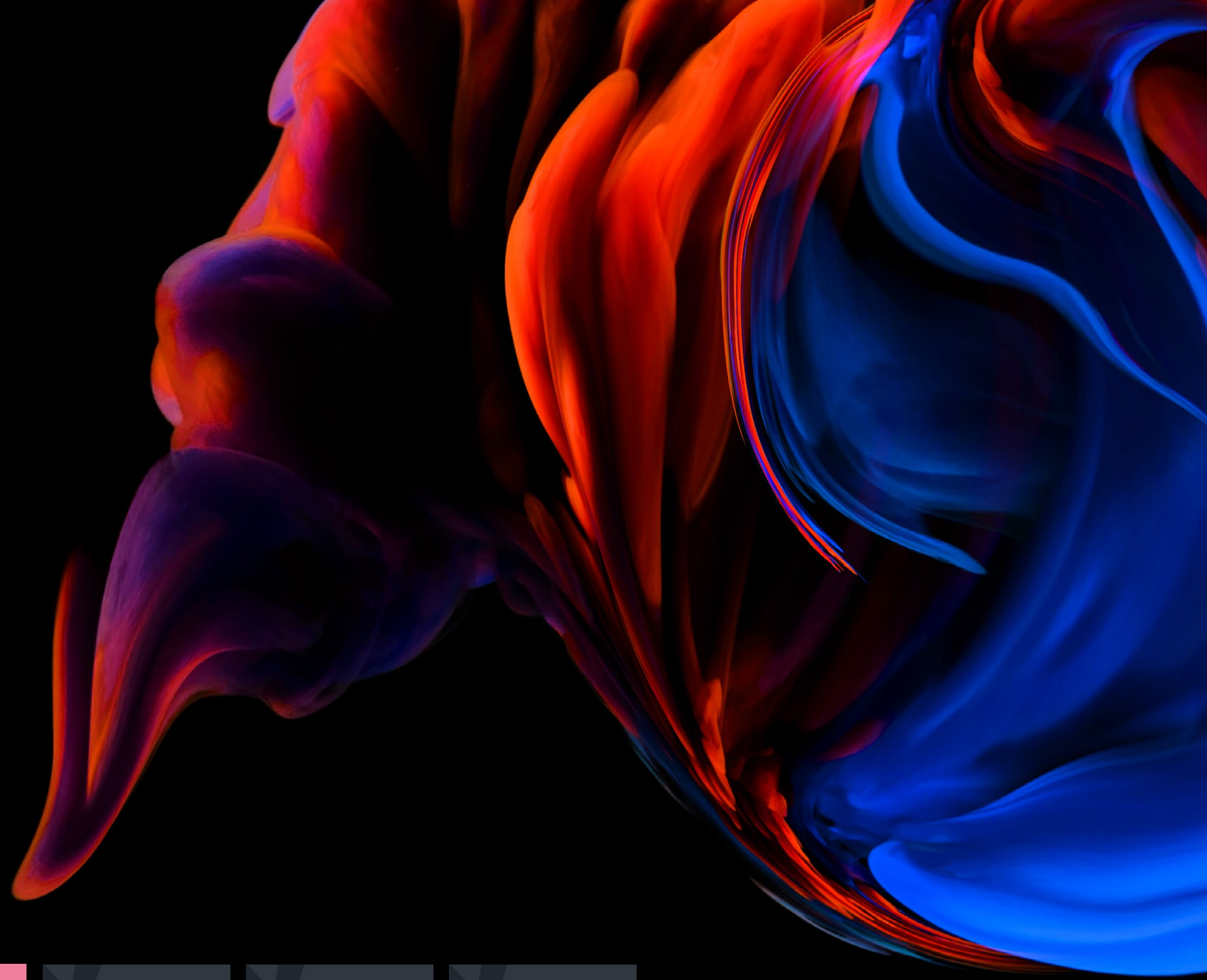
To discuss any of the opportunities outlined in this pack, please contact:

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