



Wide Narrow Virtual Summit Agenda

DAY 1 SCREEN: Sept 15 at 3-6 pm CEST | 8-11 am CDT

WIDE NARROW INTRODUCTIONS

3 pm – 3.10 pm CEST | 8 – 8.10 am CDT:

Topic: Welcome session with the Wide Narrow Team

Host: Jorgen Festervoll

3.10 - pm 3.40 CEST | 8.10 - 8.40 am CDT:

Topic: The new Information Services Offering

Speakers: Christian Isaksson and Violette Goarant, Wide Narrow Information Specialists

CUSTOMER BEST PRACTICE WEBINARS

3:45-4.15 pm CEST | 8:45-9:15 am CDT

Topic: Field Intelligence and Contributions

How we increased Sales Team engagement using Wide Narrow Contributions

Speakers: David Kessler and Nils Kantner at Abbott Diabetes Care

Host: Jorgen Festervoll

4:20 – 4.50 pm CEST | 9:20 – 9.50 am CDT

Topic: Working smart - Saving time

Establishing an efficient screening process for MI reporting

Speaker: Mikael Lindecrantz, Ragn-Sells Group

Host: Johanna Laurent



15 MINUTES COFFEE BREAK

Stay online for instructions on the parallel Interactive Webinars and Breakout Sessions or take a break and then join one of the webinars from the conference webpage.

PARALLEL INTERACTIVE WEBINARS AND BREAKOUT SESSIONS

5.05 – 5.25 pm CEST | 10.05-10.25 am CDT

BREAKOUT SESSION

Topic: Discuss Key takeaways from today's Customer Best Practice presentations:
How we increased Sales Team engagement using Wide Narrow Contributions
Establishing an efficient screening process for MI reporting

Hosts and moderators: Jorgen Festervoll and Johanna Laurent

INTERACTIVE WEBINAR

Topic: Smart Filtering

Hosts: Violette Goarant and Christian Isaksson

INTERACTIVE WEBINAR

Topic: Work smart with Inboxes and Screening

Hosts: Jody Decker and Anders Bretz

5.30 – 5.50 pm CEST | 10.30 - 10.50 am CDT

BREAKOUT SESSION

Topic: Discuss Key takeaways from today's Customer Best Practice presentations:
How we increased Sales Team engagement using Wide Narrow Contributions
Establishing an efficient screening process for MI reporting

Hosts and moderators: Jorgen Festervoll and Johanna Laurent

INTERACTIVE WEBINAR

Topic: How to use Saved Searches

Hosts: Christian Isaksson and Violette Goarant

INTERACTIVE WEBINAR

Topic: Managing DIY Inboxes

Hosts: Anders Bretz and Jody Decker



DAY 2 REFINE: Sept 16 at 3-6 pm CEST | 8-11 am CDT

WIDE NARROW INTRODUCTION

3 pm – 3.15 pm CEST | 8 – 8.15 am CDT:

Topic: Develop your Refinement process

Introduction to today's theme and the Customer Best practice speakers

Speakers: Anders Bretz and Jody Decker

CUSTOMER BEST PRACTICE WEBINARS

3.15 – 3:45 pm CEST | 8.15 – 8:45 am CDT:

Topic: Engaging Stakeholders through needs analysis and customized deliverables

Speaker: Adrienne Kreger, American Financial Group

Host: Anders Bretz

3.50 – 4.20 pm CEST | 8.50 – 9.20 am CDT

Topic: Changing focus from screen to refine

Establishing a working process focusing on insights and reporting

Speaker: Peter Mathiasson and Ida Wettergren, Swedish Tax Authority

Host: Johanna Laurent

4:25 – 4.55 pm CEST | 9:25 – 9.55 am CDT

Topic: How we use Clusters for refining

Speaker: Mirela Jianu, Eni

Host: Jorgen Festervoll

20 MINUTES COFFEE BREAK

Stay online for instructions on the parallel Interactive Webinars and Breakout Sessions or take a break and then join one of the webinars from the conference webpage.



PARALLEL INTERACTIVE WEBINARS AND BREAKOUT SESSIONS

5.15 – 5.35 pm CEST | 10.15-10.35 am CDT

BREAKOUT SESSION

Topic: Discuss Key takeaways from today's Customer Best Practice presentations:
Engaging Stakeholders through needs analysis and customized deliverables
Changing focus from screen to refine
How we use Clusters for refining

Hosts and moderators: Anders Bretz and Jody Decker

INTERACTIVE WEBINAR

Topic: Cluster use cases

Hosts: Jorgen Festervoll and Daniel Petersson

INTERACTIVE WEBINAR

Topic: Start working with clusters – tips and tricks

Hosts: Linda Genf and Johanna Laurent

5.40 – 6 pm CEST | 10.40 - 11 am CDT

BREAKOUT SESSION

Topic: Discuss Key takeaways from today's Customer Best Practice presentations:
Engaging Stakeholders through needs analysis and customized deliverables
Changing focus from screen to refine
How we use Clusters for refining

Hosts and moderators: Anders Bretz and Jody Decker

INTERACTIVE WEBINAR

Topic: Collaborating creating Summaries in Clusters

Hosts: Jorgen Festervoll and Daniel Petersson

INTERACTIVE WEBINAR

Topic: Following trends Using Clusters and Summaries

Hosts: Linda Genf and Johanna Laurent



DAY 3 REPORT: Sept 17 at 3-6 pm CEST | 8-11 am CDT

WIDE NARROW INTRODUCTION

3 pm – 3.30 pm CEST | 8 – 8.30 am CDT

Topic: What's new and what's coming
Wide Narrow System Development Team present new features and ideas on future development

Speakers: Fredrik Casserfeldt, Vilhelm Falkenmark, Jonatan Johnsson, Andreas Nilsson and Arvid Sahlin from Wide Narrow System Development Team

CUSTOMER BEST PRACTICE WEBINARS

3.30 – 4.00 pm CEST | 8.30– 9:00 am CDT:

Topic: Alternative ways of Sharing and Reporting Insights and Knowledge

Speaker: Marjariitta Mandell, Valmet Corporation

Host: Johanna Laurent

4.05 – 4.35 pm CEST | 9.05 – 9.35 am CDT

Topic: *Building an Analysis Dream Team from a reactive Service function to a trusted Advisor*

Speaker: David Smolka

Host: Anders Bretz

4:40 – 5.10 pm CEST | 9:40 – 10.10 am CDT

Topic: Sales Enablement: Multichannel intel dissemination for Sales

Speaker: Leo Boulton, ADP

Host: Anders Bretz

5 MINUTES BREAK

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PARALLEL INTERACTIVE WEBINARS AND BREAKOUT SESSIONS

5.15 – 5.35 pm CEST | 10.15-10.35 am CDT

BREAKOUT SESSION

Topic: Discuss Key takeaways from today's Customer Best Practice presentations:
Alternative ways of Sharing and Reporting Insights and Knowledge
How ICA work to populate and update competitor cards
Sales Enablement: Multichannel intel dissemination for Sales

Hosts and moderators: Linda Genf and Johanna Laurent

INTERACTIVE WEBINAR

Topic: Q&A on the new Newsletter feature

Host: Wide Narrow Development Team

INTERACTIVE WEBINAR

Topic: Best practice Reporting workflow

Hosts: Anders Bretz and Jody Decker

5.40 – 6 pm CEST | 10.40 - 11 am CDT

BREAKOUT SESSION

Topic: Discuss Key takeaways from today's Customer Best Practice presentations:
Alternative ways of Sharing and Reporting Insights and Knowledge
How ICA work to populate and update competitor cards
Sales Enablement: Multichannel intel dissemination for Sales

Hosts and moderators: Linda Genf and Johanna Laurent

INTERACTIVE WEBINAR

Topic: Q&A on the new Newsletter feature

Host: Wide Narrow Development Team

INTERACTIVE WEBINAR

Topic: Tips and tricks when starting reporting in Wide Narrow

Hosts: Jody Decker and Anders Bretz