

1-Day Practice Conference for
Sales & Procurement Professionals



The Future of Business-to-Business Selling

How to Unleash Growth Potential in the New Normal

Value Creation Summit, September 15, 2023
Presswerk Event Hall, Arbon, Switzerland

Featuring Keynote Speakers and Cases from:

BASF, Campari, DSM, Hillebrand, INSEAD, Maersk, Microsoft, PwC, and Vodafone

Why?

In a rapidly evolving business landscape, sales organizations must adapt and thrive to stay ahead of the competition. The Value Creation Summit 2023 will delve into the transformative forces shaping the B2B selling landscape and equip you with actionable insights to unlock unparalleled growth potential.

Through interactive discussions, expert presentations, and practical case studies, you will gain a comprehensive understanding of the evolving dynamics and emerging strategies that will drive success in the Next Normal. Join us for an unforgettable day of knowledge-sharing, networking, and envisioning the limitless possibilities in B2B selling.

Prepare to reimagine your sales approach, revolutionize customer experiences, and harness the transformative power of the Next Normal. Take advantage of this opportunity to be at the forefront of change and unlock your organization's growth potential!

How?

Tickets start at EUR 380 (early-bird price) up to EUR 480 (regular price).

Attendance is free of charge for all registered users of our Digital Triple Fit Canvas (DTFC) tool.

If you are a registered DTFC user and cannot attend, you may nominate a colleague or another business contact as a replacement.

Who?

We welcome participants from all industries, from large to small companies, at any level of sales experience.

Participants should ideally have a sales, procurement, or business development role or are sales leaders and business owners in charge of one (or several) strategic business-to-business relationships.

When?

Friday, September 15, 2023, from 9:00 am to 4:00 pm CET

We have designed the Value Creation Summit as an in-person event for networking purposes. A live stream is not planned, but we will decide depending on the global health/travel situation.

Program changes are reserved at any time. [Register for free / get tickets here](#)

What?

- 08:30 – 09:00 Welcome coffee, registration, networking time
- 09:00 – 09:45 The future of B2B Selling – insights from research and practice, Christoph Senn, INSEAD Professor and CEO, Valuecreator
Sigrid Brendel, former Chief Procurement Officer, Campari Group
- 09:45 – 10:15 Networking break
- 10:15 – 11:00 Building an integrated Sales Organization – reflections from the frontline, Patrice Amann, EMEA Business Lead Financial Services, Microsoft
- 11:00 – 11:30 Networking break
- 11:30 – 12:30 How to unleash growth potential in the New Normal – Triple Fit Award winners share their success stories and experiences
- 12:30 – 13:30 Buffet lunch
- 13:30 – 14:30 Deep-dive workshops facilitated by Team Valuecreator, focusing on burning questions such as:
- How does Digital Transformation impact B2B selling?
 - Is Relationship Selling still relevant in the future?
 - What are the consequences of Data-driven Insights and Analytics?
- 14:30 – 15:00 Networking break
- 15:00 – 15:45 Panel discussion on workshop results with speakers and Q&A with audience
- 15:45 – 16:00 Closing comments, followed by farewell coffee and drinks

Where?

Venue information:

Presswerk Event Hall, Hamelstrasse 15, 9320 Arbon / Switzerland

<https://presswerk-arbon.ch>

In-person networking with peers across industries



Save your seat and register now at:

<https://www.valuecreator.com/value-creation-summit/>

How to find it:

4 hours from Amsterdam, Frankfurt, Geneva, Milan, Nuremberg, Paris, and Vienna, 2 hours from Innsbruck, Munich, and Stuttgart, 1 hour from Zurich, 15 min. from St.Gallen

