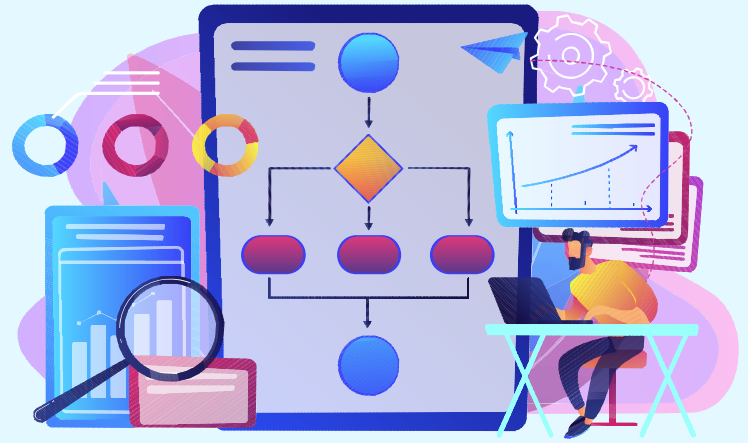


Future of Marketing Automation for Businesses

#FOMA2022

Date: 24th May, 2022

Time: 1500 Hrs GMT/1000 Hrs ET



Opening Remarks : 15:00 - 15:05

Keynote

01

15:05 - 15:20

How To Improve Campaign Effectiveness With Marketing Automation?

Romina Guevara

Chief Digital Officer
- Amérique Centrale
Michelin

Q&A

15:20
15:25

Keynote

02

15:25 - 15:45

How to evaluate and adopt your next marketing technology?

Francesco Guerrieri

Enterprise Account Executive - EMEA
CleverTap

Q&A

15:45
15:50

Keynote

03

15:50 - 16:05

Reserved for Sponsor

TBA

Q&A

16:05
16:10

Break: 16:10 - 16:15

Keynote

04

16:15 - 16:35

Marketing to Developers - Engaging your technical/sceptical audiences

TBA

Q&A

16:35
16:40

Keynote

05

16:40 - 16:55

Reserved for Speaker

TBA

Q&A

16:55
17:00

Keynote

06

17:00 - 17:15

How enterprise companies are driving sales transformation with AI

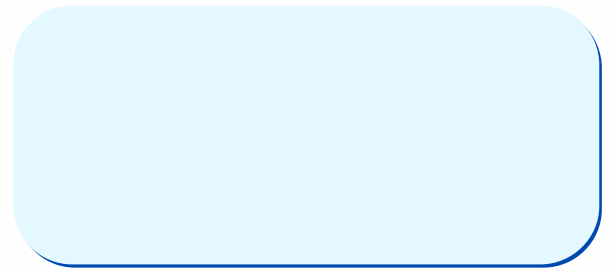
TBA

Q&A

17:15
17:20

**Panel
Discussion**
17:20 - 17:50

**The Future of Marketing Automation
in 2022 Trends that we can't
afford to miss**



Closing Remarks : 17:50 - 17:55