HubSpot
Partner Day
at INBOUND

September 3, 2019

Seaport World Trade Center
Boston, MA

Welcome to Partner Day at INBOUND 2019

I couldn't be more excited about today. The opportunity for us to grow better together is bigger than ever before. Our shared customers' needs have grown more diverse and more complex. This means it's even more important for customers to be able to find the right partner with the right skills at the right time.

Today, you'll get a sneak peek into where HubSpot is headed, and equally as important, where the partner program is headed with your help. We have a number of announcements that we can't wait to share with you. The updates were all created with the goal of creating more meaningful differences in the track record between the tiers, and investing in more ways for you to differentiate yourself based on the value you aim to create for your clients.

We're creating a shared brand that represents all of your capabilities and identities. So, thanks in advance for your time learning, growing, and collaborating with us today.

Katie Ng-Mak
VP, Global Partner Strategy & Operations

Agenda

Times	Cityview	Harborview	Waterfront	Common-wealth
8:00 AM to 9:30 AM	Registration and Breakfast			
9:30 AM to 11:00 AM	Opening Keynotes			
11:15 AM to 12:00 PM	The Top 10 Agency Marketing Growth Hacks of All Time	Scaling a Service Business Through Client Memberships, Community, and Transparency	Panel Discussion: How Successful Agencies are Winning with Integrations	
12:15 PM to 1:00 PM	Six Bot Tactics to Jumpstart Your Conversational Strategy	Scaling a Service Business Through Client Memberships, Community, and Transparency (ENCORE)	Upskill Your Team with Curated Learning Paths	Networking Lounge & Exhibition Area 11:00 AM – 5:00 PM
1:15 PM to 2:00 PM	Grow Your Agency With LinkedIn	Six Bot Tactics to Jumpstart Your Conversational Strategy (ENCORE)	From Platinum to Diamond in Four Months: What We Would and Wouldn't Do Again	
2:15 PM to 3:00 PM	Growing a Technical Agency Powerhouse	Yeah, Sometimes Prospecting Sucks... But Enough with the Excuses!	From Platinum to Diamond in Four Months: What We Would and Wouldn't Do Again (ENCORE)	Grab and go lunch will be available from 12:00 PM - 2:00 PM
3:15 PM to 4:00 PM	Bringing Frictionless Selling to Your Clients with Sales Hub	From Client Services to Customer Success: Driving Client Growth with Structure to the Madness	Panel Discussion: Building Successful Work Teams	
4:15 PM to 5:00 PM	From Startups to Enterprise, Using Freemium to Monetise Clients and Grow Your Agency	Upskill Your Team with Curated Learning Paths (ENCORE)	Panel Discussion: Growing Your Leadership Skills	

9:30 AM Opening Keynotes

Morning Welcome
JD Sherman, HubSpot

Partner Program Keynote
Katie Ng-Mak, HubSpot

Today, with HubSpot offering sales, service, and marketing products with an app platform to extend it, the opportunity to help customers grow better is significantly bigger. That means the role partners play in servicing our shared customers is that much more important. Hear from Katie Ng-Mak about her vision as the new leader of the program and how she's unlocking more opportunities to collectively build a program that represents all of your capabilities and identities.

HubSpot Product Spotlight
Nicholas Holland, HubSpot

We're pulling back the curtain to give you insight into what HubSpot's product teams are building and why. You'll hear about soon-to-be-released features across marketing, sales, service, and platform -- before launching to the general public on the INBOUND stage later this week.

11:15 AM

The Top 10 Agency Marketing Growth Hacks of All Time

Larry Kim, MobileMonkey
Room: Cityview

Larry Kim started a PPC and SEO agency a decade ago and grew it to 300+ employees, tens of thousands of customers, and managed over a billion dollars of ad spend. Last year, that company sold for $150 million. Along the journey he spent countless days analyzing the causes of churn, strategies to improve client retention, unusual pricing experiments, and agency growth strategies. In this session, Larry will summarize his top 10 takeaways from his original research of thousands of customers, all of which you can copy for your own agency.

Scaling a Service Business Through Client Memberships, Community, and Transparency

Maren Hogan, Red Branch Media
Room: Harborview

People think it's impossible to scale a service business. After all, the more people you're serving, the more employees you have to hire, the more you have to sell. It's a vicious cycle that keeps most agencies desperately seeking new revenue and new clients, and never REALLY scaling the way their software counterparts might. But what if it were possible to use the principles of companies like American Express, Jeep, and yes... HubSpot, to scale your service agency? Maren Hogan will describe how at her wits' end, she started looking to the principles of belonging, collaboration, and transparency to scale her service agency and start growing a holistic, comprehensive community of her clients and employees.

Panel Discussion: How Successful Agencies are Winning with Integrations

Jordan Beattie, Fifth Ring; Gabriel Marguglio, Nextiny Marketing; Michelle O'Keeffe, Engaging Partners; Scott Brinker and Nancy Riley, HubSpot
Room: Waterfront

Agency partners have been using integrations to expand HubSpot's functionalities in diverse ways. They are a great way to retain and grow your client's business. Interested in getting started? Learn how our partner experts have been using integrations to deliver exceptional results in this panel.

12:15 PM

Six Bot Tactics to Jumpstart Your Conversational Strategy

Remington Begg, Impulse Creative; Lisa Edwards, HubSpot
Room: Cityview

You've probably heard: bots are the future. In fact, if you're wondering whether or not you should incorporate bots into your client retainers, you're asking the wrong question. Bot-powered commerce is the future and represents a massive opportunity for agencies. But you may be wondering how you can start building conversational workflows for your clients. Join us for a conversation on, well, Conversations with HubSpot's Product Marketing Manager, Lisa Edwards, and agency expert, Remington Begg.

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Upskill Your Team with Curated Learning Paths

Kevin Dunn, HubSpot
Room: Waterfront

The HubSpot Academy Learning Center has many different lessons, courses, and certifications developed to help all users grow better. But the most common question we hear, especially from partners, is where should my team start? In this session, Kevin will share his recommended learning paths curated for common roles in partner organizations. Automate onboarding, upskill your team, and build employee loyalty, regardless of function, with the help of HubSpot Academy.

1:15 PM

Grow Your Agency With LinkedIn

Ty Heath, LinkedIn
Room: Cityview

The rise of digital technology has changed our world. Perhaps no area of marketing has been transformed more than lead generation. In this session, we'll explore LinkedIn's marketing solutions for reaching professionals and equip you with the knowledge to create LinkedIn programs that effectively generate and nurture high-quality leads.

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From Platinum to Diamond in Four Months: What We Would and Wouldn't Do Again

John Kelleher and Lucy Seymour, ESM Inbound
Room: Waterfront

At ESM Inbound, our agency has experienced rapid growth once we'd improved our positioning and refined our sales processes. But growth has consequences. We needed to add capacity to our team, refine our service processes, and transition from working in the agency to working on the agency. Find out how we achieved growth, how we expanded our capacity, and what we got wrong along the way.

2:15 PM

Growing a Technical Agency Powerhouse

Luke Summerfield, HubSpot
Room: Cityview

Does your agency excel at technical work? Want to sell more HubSpot CMS? Join us for a three-part session designed for agency owners who want to accelerate within the technical world of HubSpot. We'll start by exploring new growth opportunities at HubSpot for technical agencies. Next, we'll dive into practical tactics and key resources to help lower sales friction and overcome objections. We'll finish with a panel discussion with the HubSpot product team and two technical HubSpot agencies. If you run a technical agency and want to sell more CMS, do NOT miss this.

Yeah, Sometimes Prospecting Sucks...But Enough with the Excuses!

Josh Curcio, protocol 80, Inc.
Room: Harborview

Let's face it, for most of you agency folks, prospecting isn't the most exciting thing you could be doing. But at the same time, you want to grow your agency. As someone who works in the agency and as an agency leader, I've found myself putting prospecting on the back-burner to try and handle "other things" that come up, but it only hurts sales. I'd like to share what's working (and not working) for me when it comes to successful prospecting.

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3:15 PM

Bringing Frictionless Selling to Your Clients with Sales Hub

Lou Orfanos, HubSpot
Room: Cityview

As consumers, we're constantly evolving to favor the most convenient experience. We love when things are quick, easy, and painless. Does your client's sales process fit the bill? Are you prepared to help them? In this session, you'll learn how the latest Sales Hub updates can help you eliminate friction and propel your client's business forward with the help of a three-part framework.

From Client Services to Customer Success: Driving Client Growth with Structure to the Madness

Talar Malakian, Salted Stone
Room: Harborview

Salted Stone has grown from 22 employees to a team of 70 worldwide in two years. Striking a balance between a reactive and proactive approach to customer success has been a central theme of our growth over the last two years. In this session, we'll run through the pain points we experienced while scaling, and share the lessons, processes and approaches that retained our clients and resulted in account growth, and consequently, the growth of the agency.

3:15 PM

Panel Discussion: Building Successful Work Teams

Patty Cisco, Marketing Essentials; Julie Ewald, Impressa Solutions; Clodagh Higgins, Growit Group; Matt Sunshine, LeadG2
Room: Waterfront

Are you interested in building a company culture that engages employees and attracts top talent? Hear about the experiences from our partner experts and bring your own questions to the table. We'll cover remote working, how to create a culture code, and employee engagement among many other topics.

4:15 PM

From Startups to Enterprise, Using Freemium to Monetise Clients and Grow Your Agency

Richard Wood, Six & Flow
Room: Cityview

Free can be a powerful motivator in a sales process but when used in the wrong way it can stagnate or stall a sale. HubSpot's wealth of free tools gives agencies multiples levers to pull to entice clients across the line and into the fabled world of retainers. From minimal budget startups to enterprise clients there's a place for freemium. Rich Wood from Six & Flow is going to show you how and when to roll out free - even at the large enterprise level.

Upskill Your Team with Curated Learning Paths (ENCORE)

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Panel Discussion: Growing Your Leadership Skills

Marc Herschberger, Revenue River; Tyler Pigott, Lone Fir Creative; Jen Spencer, Smart-Bug Media
Room: Waterfront

Great leaders create outstanding teams, empower their employees, and grow their clients' businesses, all without skipping a beat. Our partner experts will share with you the good, the bad, and the ugly around people management. Facing a challenge? Bring your questions to the panel to get their advice.
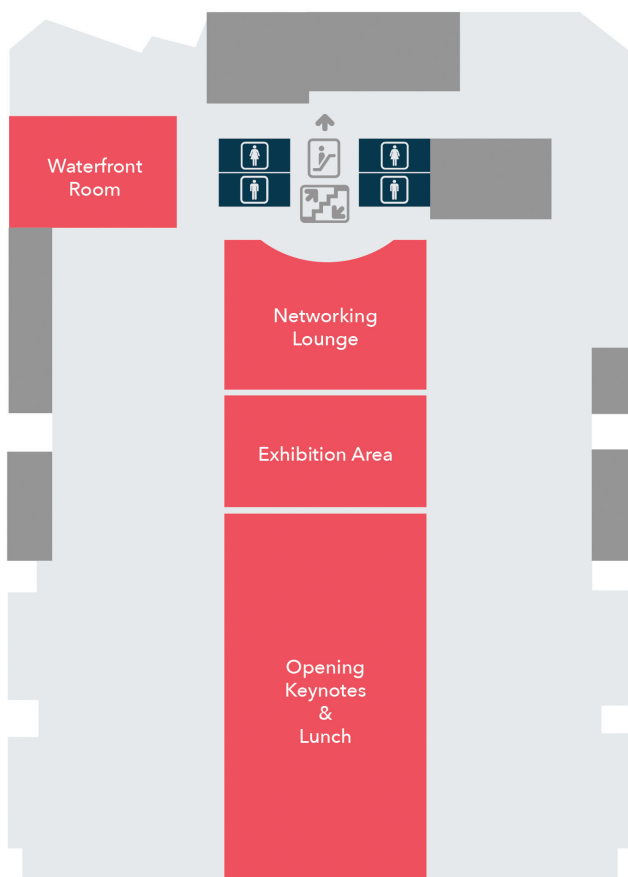
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Where am I going?

Level 3

Harborview Room

Skyline Room

Cityview Room

Coat & Bag Check

Street Level

Level 2

Partner Workspace

Quiet Room

Partner Workspace

Mothers Room

Waterfront
Room

Networking
Lounge

Exhibition Area

Opening
Keynotes
&
Lunch

Level 1

Networking Lounge with

brella

Have you downloaded the Brella app for Partner Day at INBOUND yet?

Go to **bit.ly/2Z0zX2q** and use the event code: **PARTNERDAY19** or scan the QR code below, and setup a quick profile for yourself.

This app is a "matching making app" and will suggestively pair you with your partner peers based on common interests. You can then chat or setup a meeting, like speed dating. Once a 15-minute meeting is accepted by both partners, you will be given a time and table number to meetup. This will take place in the dedicated Networking Lounge from 11:00 AM-5:00 PM.

Partners who use the app to meet other partners will receive a grow better shirt. This will be on a first come, first served basis until we run out. Any connections you make and accept today in the app will allow you to continue to connect post event.

Exhibition Area

Head over to the Exhibition Area between 11:00 AM and 5:00 PM to network with our app partners. If you don't have time to stop by in between sessions, you can always connect inside the Brella app.

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accelo

Instapage

MAXG

PROJECT LION

QWILR

SIMPLII

SnapApp

TRUJAY

verblio

vidyard

Partner Workspace in HubSpot Village at INBOUND

Need a place to recharge or catch up on email? Want to connect with your partner peers? We've got you covered all week.

Come check out the Partner Workspace located in the Westin Hotel, above the Grow with HubSpot Meeting Center. It's a dedicated lounge open exclusively for our agency and app partners (formerly known as connect partners).

Aside from networking and taking meetings, there will a "Podcast Row" setup available for you to record your own content.

Hours of operation: Wednesday and Thursday, 7:30 AM-6:30 PM and Friday, 7:30 AM-3:45 PM.

INBOUND Insider Track

Don't miss the important product talks at INBOUND. All you have to do is attend the six sessions and post your biggest lesson on LinkedIn or Twitter.

Visit **hubspot.com/inbound-insider-track** to learn more about the contest and how you could win a Power Pass VIP ticket to INBOUND next year.

Get Connected

Network: PartnerDayatINBOUND
Password: partners

HubSpot