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I would like to welcome you to IS Accelerate ‘15, the premier gathering of top leaders in sales and marketing who are actively leveraging data science to grow top-line revenue. You may have joined us last year for IS Accelerate ‘14 at the breathtaking Montage Resort in Park City, Utah. If you were there, thank you for participating in our inaugural customer event and making it such a rousing success. This year, we’re changing venues to the 5-diamond Grand America Hotel in Salt Lake City.

You’ll be joined by nearly 1,000 sales and marketing executives from some of the world’s most successful brands. You’ll enjoy opportunities to network with the inside sales industry’s foremost experts and learn alongside your peers in a variety of industries.

As an attendee, you will discover best practices and industry-leading research on predictive analytics, sales productivity, lead qualification and management, and of course, the latest in sales acceleration technology.

Last year, we made some game-changing announcements in the arenas of big data, lead scoring and prioritization, sales email tracking, sales hiring and more. This year, we’ll unveil new breakthroughs that represent the future of sales acceleration.

We will feature keynotes from Nate Silver – statistician and New York Times best-selling author of The Signal and The Noise, Brian Millham – President of Global Commercial Sales at Salesforce, Steve Young – Hall of Fame quarterback, Stan Slap – New York Times best-selling author of Bury My Heart at Conference Room B, and our own executive team, data scientists, and valued partners. Collective Soul and Recycled Percussion will be performing at our evening party. We’re also planning a fun ski trip to Park City Mountain Resort.

Thanks in advance for your participation and your support of IS Accelerate ‘15.

Looking forward...

Dave Elkington,
CEO at InsideSales.com
INSIDESALES.COM SKI TRIP:
Experience an incredible day in Park City on Friday, March 20th. Enjoy a day on the slopes skiing or spend time playing on the Alpine Coaster and Flying Eagle Zip Line. The Ski and Play package is only $250 and includes:

- Transportation to and from The Grand America and Park City
- Leave the Grand America at 8:30 AM
- Return from Park City (times to be announced)
- Park City Mountain Resort lift ticket or “Fun Pass” (Alpine Coaster and Flying Eagle Zip Line) for those who prefer not to ski
- Ski or snowboard rentals
- Ski Aprés Party at High West Distillery & Saloon (Includes cocktails, dinner, and live music)
- Shopping on historic Main Street in Park City
- The “greatest snow on earth!”

The Grand America is a 5 diamond hotel in the center of the vibrant Silicon Slopes tech hub. Minutes away from world-class powder skiing at Park City, Alta, and Snowbird, the Grand America offers exceptional luxury and elegance for every guest. In late winter the area also offers dog sledding, cross country skiing, tubing, fly fishing and snowmobiling.

Local nightlife includes over 300 bars and clubs, including Squatters Pub Brewery. Shopping at nearby City Creek Center and the Gateway Mall offer everything from Tiffany & Co. to locally produced art. And finally, you can complete your busy day with a blissful wellness experience at The Grand Spa.
AGENDA

MONDAY, MARCH 16th
8:00am – 9:00am Breakfast
9:00am – 5:00pm Certification
12:00pm – 1:00pm Lunch
3:00pm Break
6:00pm Informal Dinner*

TUESDAY, MARCH 17th
8:00am – 9:00am Breakfast
8:00am – 5:00pm ISA '15 Registration
9:00am – 5:00pm Certification & BaseCamp
12:00pm – 1:00pm Lunch
2:00pm – 4:00pm InsideSales.com SLC Office Tour
3:00pm Break
6:00pm – 7:30pm Welcome Reception (Cocktails & Hors D’oeuvres Served)

WEDNESDAY, MARCH 18th
7:00am – 8:00am Breakfast | Expo Hall Open
7:00am – 1:00pm Registration
8:00am – 8:15am Ken Krogue | IS
9:00am – 10:00am Lunch
9:00am – 10:30am Steve Young | 49ers QB
10:30am – 12:00pm Breakout Sessions
12:00pm – 1:00pm Lunch
3:00pm – 4:00pm Stan Slap | Slap Company
3:30pm – 4:30pm Dan Page | ADP
11:15am – 12:00pm After party

THURSDAY, MARCH 19th
7:00am – 8:00am Breakfast | Expo Hall Open
8:00am – 9:00am Ken Krogue | IS
9:00am – 10:00am Brian Millham | Salesforce
10:00am – 12:00pm Breakout Sessions
12:00pm – 1:00pm Lunch
1:00pm – 2:00pm Stan Slap | Slap Company
2:00pm – 3:00pm Mick Hollison | IS
6:00pm Regional Dinners

FRIDAY, MARCH 20th
9:00am – 3:00pm Ski trip to Park City Mtn. Resort
2:00pm – 5:00pm Après ski at High West Distillery

What to Expect at IS Accelerate ‘15

InsideSales.com believes that science holds the key to unlocking human potential, which is why our sales acceleration platform is based on exhaustive customer research, big data and a breakthrough predictive analytics engine. Sales acceleration technologies bridge the gap between marketing and sales automation. These cutting-edge technologies accelerate the sales funnel in your business and have an immediate impact on top-line revenue. Sales acceleration technology enables companies to turn their leads, prospects and opportunities into paying customers faster than ever before.

Featuring 20+ engaging breakout sessions and keynotes, IS Accelerate ‘15 will provide actionable tactics and content to ignite your sales and marketing efforts and reach your maximum sales potential.

* Informal Dinner – gather at Red Rock Brewery. Dinner not included in registration
Become an Expert in InsideSales Software

InsideSales.com is leading the way with breakthrough, predictive algorithms that help de-mystify the sales process. However, systems are only as good as the people who use them. As a unique opportunity to all attendees of IS Accelerate '15, we are offering a completely free InsideSales.com certification!

Choose from two interactive and engaging sessions that will help your company implement best practices in inside sales operations and technology. Check the certification options and sign up for the session that suits your needs when you register for IS Accelerate.

**CERTIFIED INSIDESALES.COM SYSTEM ADMINISTRATOR FOR SALESFORCE – CISA-SF**

**COURSE DESIGNED FOR:** Business development managers, system administrators and others who rely on the InsideSales.com PowerDialer for Salesforce.

**ATTEND SESSION TO:** Improve your skills and confidence in using the PowerDialer, PowerStandings and Neuralytics™.

**REQUIREMENTS:** Wireless enabled device (Laptop or tablet) and a passion for driving sales.

**CERTIFIED INSIDESALES.COM SYSTEM ADMINISTRATOR – CISA**

**COURSE DESIGNED FOR:** Business development managers, system administrators and others who rely on the InsideSales.com Lead Management Platform.

**ATTEND SESSION TO:** Improve skills in using PowerDialer, Electronic Labor Force, PowerStandings and Neuralytics™.

**REQUIREMENTS:** Wireless enabled device (Laptop or tablet) and a passion for driving sales.

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**COST:** Complimentary with registration (A $3,995 value)

**MONDAY MARCH 16TH:**
8:00AM – 9:00PM: Breakfast
9:00AM – 5:00PM: Certification Classes
12:00PM – 1:00PM: Lunch
6:00PM: Informal Dinner

**TUESDAY, MARCH 17TH:**
8:00AM – 9:00PM: Breakfast
9:00AM – 5:00PM: Certification Classes
9:00AM – 5:00PM: BaseCamp
12:00PM – 1:00PM: Lunch
6:00PM – 7:30PM: Expo Hall Open
6:00PM – 7:30PM: Welcome reception (Cocktails & Hors D’oeuvres Served)
COST:
Complimentary with registration
(A $1,500 value)

KEN KROGUE | PRESIDENT & FOUNDER
Ken founded InsideSales.com in November 2004, where he currently leads as President and Chief Strategist. Ken has received many industry awards, including Top 25 Most Influential Inside Sales Professionals by the AA-ISP and No. 2 in the world in a list of Top Social Sales Influencers featured on Forbes.

TUESDAY, MARCH 17th:
8:00am – 9:00am Breakfast
9:00am – 5:00pm BaseCamp
12:00pm – 1:00pm Lunch
6:00pm – 7:30pm Expo Hall Open
6:00pm – 7:30pm Welcome Reception
(Cocktails & Hors D’oeuvres Served)

Executive Briefing & Management Seminar

This highly condensed briefing includes relevant sneak previews with valuable takeaways and research-based information from these InsideSales.com certification courses:

- Certified Business Development Representative – CBDR™
- Certified Inside Sales Operations – CISO™
- Certified InsideSales.com Social Selling – CISS™
- Certified Inside Sales Marketer – CISM™

What You’ll Get

The Inside Story: Hear the history, story and the 7 industry trends leveraged by InsideSales.com that are attracting top executives.

Best Practices: Learn best practices based on a disruptive systemic approach, including specialization, leading indicators, and the CLOSERS™ model – the core of the system consulting offered by InsideSales.com.

Inside Sales Tips & Techniques: See why frontline inside sales reps, business development reps, inside sales managers and directors and executives over the inside sales function follow the research, tips and thought leadership from the InsideSales.com team.

Social Selling Results: Get valuable insights from Ken Krogue, #1 in Sales Lead Management.

Landmark Research: Immediately apply Dr. James Oldroyd’s research, as published in the Harvard Business Review, that changed the sales and marketing industries forever.

Predictive Data Strategies: Learn some of the predictive analytics and big data strategies that have become the foundation of the Neuralytics™ platform that has made InsideSales.com the Moneyball story of the sales and marketing world.

Note: InsideSales.com and Salesforce CRM, system use not a prerequisite requirement. BaseCamp is complementary to the AA-ISP CISP® Certified Inside Sales Professional and AISM® Accredited Inside Sales Manager.
Dave Elkington has a rich background in technology, venture capital and corporate development. He has been active in the evolution and definition of the inside sales industry and speaks regularly. David has co-authored articles that have appeared in Harvard Business Review, Kellogg School of Management, Forbes and other academic and industry publications. Prior to InsideSales.com, David co-founded Integr8ted Technology Solutions, LLC, a leading e-business consulting and application development firm. Before Integr8ted, he co-founded and served as director of business development for Everfill, Inc., an e-Health distribution company, until the sale of the company.

Jim Steele joined InsideSales.com after a remarkable 12-year run at Salesforce, where he helped it to grow from $25 million to more than $4 billion in revenue. Jim leads InsideSales.com’s sales, customer service, implementation, account management and professional services organizations. He is helping the company expand its global footprint while establishing a culture of excellence in customer satisfaction and success. Jim brings more than 35 years of business experience with some of the industry’s biggest players. In his 12-plus years at Salesforce, he held the positions of president of worldwide sales and operations and most recently chief customer officer.

Steve Young, who played quarterback for the San Francisco 49ers, has enjoyed success beyond his NFL career. Among his many accomplishments, he was a co-founder of Sorenson Capital, founder and chair of the Forever Young Foundation, and is currently a managing partner and co-founder of HGGC. Young has also served as the corporate spokesperson for companies such as Nike, Visa, Sun Microsystems, Sprint, PowerBar and ICON Health & Fitness, and has recently been profiled in a variety of publications such as the Wall Street Journal, Business Week, Sports Illustrated, People and GQ.

Nate Silver has become today’s leading statistician through his innovative analyses of political polling. He first gained national attention during the 2008 presidential election, when he correctly predicted the results of the primaries and the presidential winner in 49 states. Partnering with ESPN, Nate recently launched a new version of his award-winning website FiveThirtyEight, applying his trademark analysis to politics, sports, big data, and more. His New York Times bestseller, The Signal and The Noise: Why Most Predictions Fail — But Some Don’t, is a tour of modern prediction science, uncovering a surprising connection among humility, uncertainty and good results. Nate Silver has been honored by a series of accolades including: No 1 of the 100 Most Creative People in Business 2013 (Fast Company) and Creativity 50 2013 (Creativity magazine). As well as Craine’s NY 40 Under Forty 2012, Time’s 100 Most Influential People of 2009 and Rolling Stone’s 100 Agents of Change. FiveThirtyEight.com won Best Political Coverage in the 2008 Weblog Awards.
Ken Krogue brings more than 24 years of experience in sales, development and marketing in both domestic and international markets and is a key thought leader for the inside sales industry. Prior to founding InsideSales.com, Ken was one of the original founders of UCN, now inContact (NASDAQ:SAAS), where he held a number of positions including chief operating officer. Prior to inContact, he built and directed the inside sales division at FranklinCovey (NYSE:FC). Ken has received many industry awards, including being recognized among the Top 25 Most Influential Inside Sales Professionals in 2010, 2012 and 2013 by the AA-ISP. He is a weekly Forbes contributor.

Since 1985, Stan has focused his hoodlum neurons on creating success for slap clients. He knows how manager, employee and customer cultures work and how to work them and is credited with revolutionizing performance for some of the world’s most successful companies—developing explosive growth strategies and the cultural willingness to implement them. Stan has directed the successful expansion for companies ranging from Patagonia to Pennzoil. He designed the plan that helped Oracle sell their strategic intent to 40,000 employees in 167 countries and developed employee reengagement plans for HSBC, Europe’s largest bank. Hewlett Packard credits him with helping to achieve their coveted channel partner relationship, considered the model for any company. He has created winning brand strategies for companies from Intel to Black Entertainment Television.

Brian Millham is the President of Global Commercial Sales for Salesforce. He is responsible for driving the continued growth and success of the sales team that targets small and medium businesses. During his tenure, Brian has helped grow the team ten-fold and into one of the most well respected organizations in the business. Brian has been at salesforce.com for over 15 years holding various positions at the company including roles running Business Development and Account Management. Brian began his career at Oracle Corporation where he spent 7 years in a variety of roles including Finance, Operation, Alliances and Sales. After Oracle, Brian moved to Remedy Corporation where he was responsible for running the Alliance team for the HelpDesk software provider. Brian has a degree in Economics from the University of California, Berkeley.

Mick Hollison joined InsideSales.com in June 2013 with more than 20 years of experience in technology marketing, product management and sales. Previous to InsideSales.com, Mick spent 7 years at Citrix, recently serving as global vice president of marketing and strategy, leading integrated product marketing and strategy. Prior to Citrix, Mick spent two years at Microsoft where he was responsible for the development and delivery of marketing messages targeting C-level executives. Before joining Microsoft, he spent 13 years with IBM in a variety of executive product line roles, including director of worldwide sales for both WebSphere and Lotus Software.
**WEDNESDAY, MARCH 18**

<table>
<thead>
<tr>
<th>Time</th>
<th>Grand Ballroom A</th>
<th>Imperial Ballroom C</th>
<th>Grand Ballroom B</th>
<th>Imperial Ballroom D</th>
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</thead>
<tbody>
<tr>
<td>1:00 pm</td>
<td>PowerDialer for Salesforce - Best Practices and Deep Dive</td>
<td>Synergies of Salesforce and InsideSales.com</td>
<td>Best Practices for Implementation of Sales Acceleration</td>
<td>Sales Acceleration Tips from Apttus, DocuSign, InsightSquared, Gainsight, Marketstar</td>
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<tr>
<td>2:00 pm</td>
<td>The InsideSales.com Neuralytics™ Platform</td>
<td>Predictive Reporting - Improving Business Results Through Salesforce Reporting</td>
<td>The Secret Sauce of Social Selling Reps</td>
<td>Powerstandings - Motivating Sales Team Performance to Drive Productivity and Growth Via Gamification</td>
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<tr>
<td>3:00 pm</td>
<td>NeuralView - Moving from Predictive to Prescriptive with Your Lead Scoring</td>
<td>Unlocking Your Full Potential - How Neuralytics™ puts your teams in the revenue driver’s seat</td>
<td>Salesforce - Real Customer Success (Live interviews)</td>
<td>Email Tracking with Vision 2.0</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>CEO View - Operationally Delivering the Business Value of Sales Acceleration</td>
<td>Sales Indicator - Predicting Sales Success BEFORE You Hire</td>
<td>The 2015 Trends of Inside Sales - Hiring, Training, Pay, Process, &amp; Technology</td>
<td>Sales Acceleration with Microsoft Dynamics</td>
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* Executive Track also available by invitation only. Please inquire at registration desk.

**THURSDAY, MARCH 19**

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<tr>
<th>Time</th>
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