

Agenda

A full day of keynotes, firesides, and GTM insights — designed to move fast and keep you engaged. **Sessions will begin promptly.** We recommend being seated a few minutes early.

Plan to stay through happy hour — two lucky attendees will win a ticket to INBOUND or Sculpt.

WiFi: Braves Free Xfinity WiFi



Doors Open

9:00 - 9:30 AM

Venue doors open for guest registration. Pick a seat in the main hall and get ready for a great day.



Welcome to Southbound

9:30 - 9:37 AM

A welcome message from our emcee setting the stage for what to expect.

Yamini Rangan

Fireside with Brendan Tolleson



9:37 - 10:22 AM

Growth in the Age of AI

Varun Anand, Clay

Fireside with Sangram Vajre



10:25 - 11:05 AM

GTM Alpha



Break

Refresh and explore

11:08 - 11:38 AM

Grab refreshments, use the restroom, and explore the experiences inside the venue. Need a new headshot for LinkedIn? There is a photographer ready for you in the lobby.

Jen Allen-Knuth & Devin Reed

Hosted by Rachel Elsts Downey

11:42 AM - 12:12 PM

Nobody Trusts Your Logo. But They Might Trust You.

Brian Kreutz

Keynote



12:15 - 12:50 PM

Creating a Scalable Operating System for GTM Teams



Lunch

Fuel up and explore

1:00 - 2:00 PM

Lunch is served across multiple stations in the main hall. Take a break, refuel, and connect with other attendees.

Jon Acuff

Keynote



2:03 - 2:48 PM

Soundtracks: Shifting your Mindset to Embrace and Conquer New AI Playbooks.

Mark Roberge

Keynote



2:49 - 3:34 PM

The Science of Scaling



Break

Recharge and connect

3:35 - 3:55 PM

Make sure to check out SB HQ upstairs if you haven't ventured up there yet.

Donald Miller

Keynote



3:59 - 4:44 PM

5 Soundbites to Grow Your Business

David Gerard

Mentalist & Magician

4:45 - 5:15 PM

Silicon Valley's #1 mentalist is in the house. Prepare to be wowed.



Happy Hour

Time to unwind and connect

5:15 - 7 PM

Music, special guest, passed apps and open bar. Let's celebrate the day.