



DAY 1 (23 APRIL 2025) - IMAGINATION

WHAT WE CAN DO IF WE JUST BELIEVE

8:30 AM - 9:00 AM	Morning Coffee	All
9:00 AM - 9:30 AM	Welcome to FY 25/26	Peter Sweetbaum
9:30 AM - 10:30 AM	SKO 2025 Kick Off	Regional Heads
10:30 AM - 11:15 AM	Aligning Sales & Marketing for Next Stage Growth	Jennifer Browne
11:15 AM - 11:45 AM	Coffee Break	All
11:45 AM - 12:30 PM	Marketing Update	Jennifer Browne, Tom Roche, Virna Di Palma
12:30 PM - 1:30 PM	Lunch	All
1:30 PM - 2:30 PM	What Makes A Good Customer	All
2:30 PM - 3:30 PM	Pipeline Management	Bob Mann, Peter Sweetbaum
3:30 PM - 3:45 PM	Coffee Break	All
3:45 PM - 4:15 PM	The World of TPRM - From Chaos To Clarity	Peter Sweetbaum, Natasha Martin, Tristan Atkins
4:15 PM - 4:45 PM	Day 1 Wrap Up	Martin Money
7:30 PM - 9:00 PM	Dinner	All