

HG/AI Revenue Growth Summit

July 14-16, 2025 | Palo Alto

Agenda & Event Details

What To Pack

Business casual attire

Golf clubs and sunscreen if you're golfing at the [Saratoga Golf Club](#) on Monday

Location

[Four Seasons Hotel, Silicon Valley, Palo Alto, CA](#)
2050 University Ave, East Palo Alto, CA 94303

Monday, July 14 DAY ONE

1:00 pm	Arrivals & Hotel Check-In
3:00 - 6:00 pm	Golfing at the Saratoga Golf Club
6:30 - 8:00 pm	Welcome Drinks & Reception at Hotel in the Grand Ballroom Foyer

Tuesday, July 15 - Day 2

7:30 - 8:30 am	Breakfast On-site in Breakfast Room (see map)
8:30 - 9:00 am	Welcome & Opening Keynote
9:00 - 9:40 am	Keynote: Driving Revenue Growth with HG
9:40 - 10:20 am	Fireside Chat: Leveraging AI to Create Connected Data Ecosystem
10:20 - 10:40 am	Coffee Break
10:40 - 11:20 am	How AI Agents are Disrupting GTM
11:20 - 12:00 pm	Bridging the Gap Between GTM Strategy to Execution
12:00 - 1:00 pm	Break, Lunch On-site
1:00 - 1:40 pm	Leveraging Data for GTM Optimization in Annual Planning
1:40 - 2:20 pm	Session for RevOps Persona (Account Prioritization)
2:20 - 3:00 pm	Enhancing Customer Retention with Data-Driven Insights
3:00 - 3:20 pm	Coffee Break
3:20 - 4:00 pm	Using Data and Machine Learning to Generate Revenue Growth

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HG & TrustRadius Staff Details & Agenda

Tuesday, July 15 - Day 2 (Continued)

4:00 - 4:40 pm	Leveraging Data for Competitor Sales Plays
4:40 - 5:20 pm	Session for Marketing Persona
5:20 - 5:30 pm	Key Takeaways & Closing Thoughts
5:30 - 6:00	Networking Hour

Wednesday, July 16 - Day 3

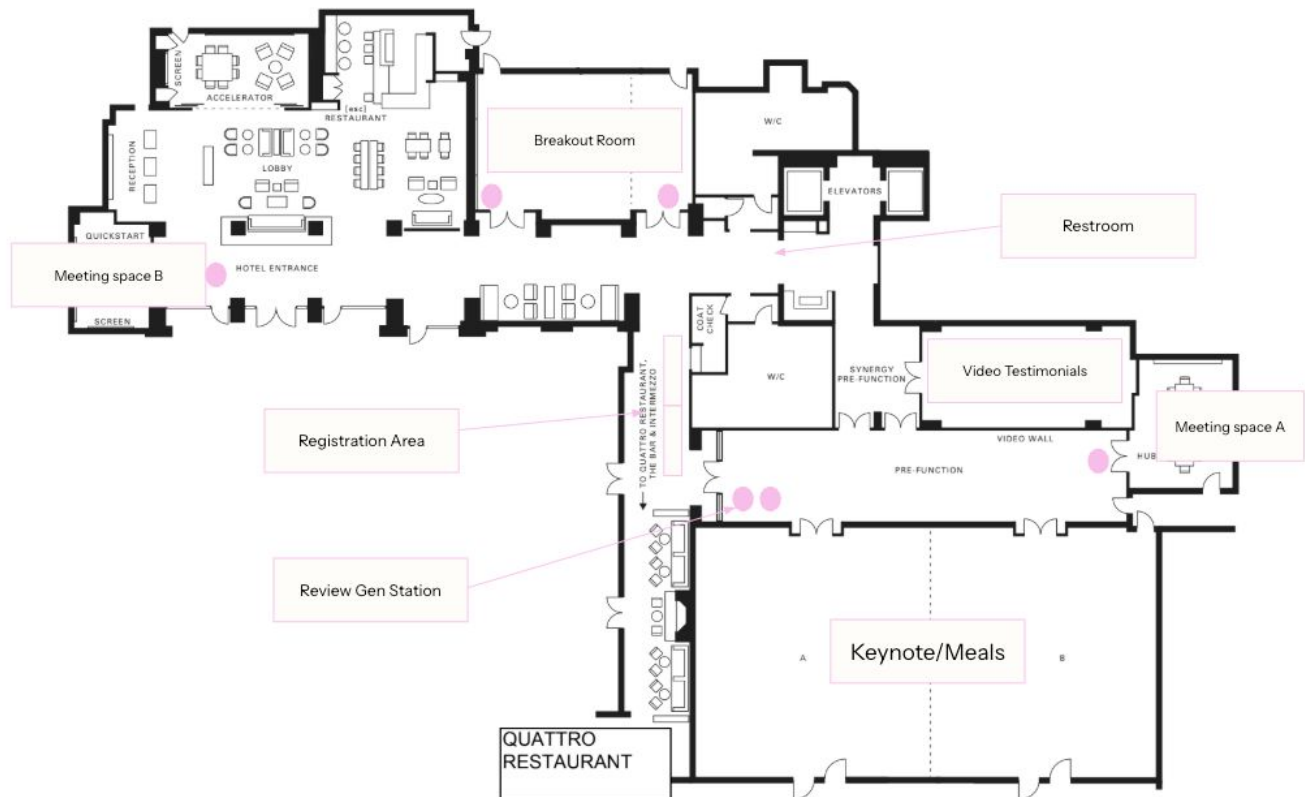
7:30 - 8:30 am	Breakfast On-site in Breakfast Room (see map)
8:30 - 9:00 am	HG and TrustRadius - Better Together
9:00 - 9:40 am	How HG's Customers Can Access TrustRadius Buyer Insights and Intent-Driven Leads
9:40 - 10:20 am	Agentic Solutions for Revenue Growth and GTM
10:20 - 10:40 am	Coffee Break
10:40 - 11:20 am	Live Product Demo
11:20 - 12:00 pm	Building GTM Strategy on a Slide
12:00 - 1:00 pm	Break, Lunch On-site
1:00 - 1:40 pm	ROI Workshop with GTM Partners & Pathfactory
1:40 - 2:20 pm	Scaling Smart: Why Efficiency Must Drive Buyer Enablement to Fuel B2B Growth
2:20 - 3:00 pm	Bring Your HG License to Your Clay Application
3:00 - 3:20 pm	Break
3:20 - 4:00 pm	How World Class Teams Achieve GTM Alpha
4:00 - 4:40 pm	Joint Product Offering
4:40 - 4:45 pm	Conference Wrap Up Session
5:00 pm	Safe Travels Everyone!

Note -
Session content and schedule is subject to change, any changes in the agenda will be announced during the event.

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Four Seasons Conference Property Map



On-Site Event Support

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