

**20<sup>th</sup> Annual AIPC Sales & Marketing Summit**  
**Frankfurt, May 17, 2025**  
**AGENDA**

**Location:** nhow Frankfurt– Meeting Room Naira & Shekel

**Theme: Influencing the Modern Buyer Journey: Aligning Sales, Marketing & Leadership**

The AIPC Sales & Marketing Summit 2026 combines a high-level global outlook with a full-day interactive workshop focused on modern buyer behaviour, influence and the integration of sales, marketing and leadership.

Participants will gain practical, research-backed insights into how decisions are shaped long before the first sales conversation — and how convention centres can build visibility, preference and commercial impact in increasingly complex markets.

**AGENDA AT A GLANCE**

<b>09:00 – 09:15 Registration and welcome coffee</b>
<b>09:15 – 09:20 Welcome, program overview</b> Sven Bossu   CEO   AIPC
<b>09:20 - 10:00 Global Outlook</b> Sven Bossu   CEO   AIPC
<b>10:00 - 10:30 Networking break</b>
<b>10:30 – 12:30 Workshop Part 1 &amp; 2</b> Riki Dackén   Lecturer   IHM Business School and Senior Sales & Marketing Consultant
<b>13:00 - 14:00 Lunch</b>
<b>14:00 - 15:15 Workshop Part 3 &amp; 4</b>

**Riki Dackén** | Lecturer | IHM Business School and Senior Sales & Marketing Consultant

**15:15 - 15:30 Networking break**

**15:30 - 16:30 Workshop Part 5**

**Riki Dackén** | Lecturer | IHM Business School and Senior Sales & Marketing Consultant

**16:30 - 17:00 Recap outcome**

**17:00 - 18:00 Closure & Cocktail**

## LEAD WORKSHOP FACILITATOR



Riki Dackén is a senior sales and marketing consultant, keynote speaker, and educator with over 20 years of experience in B2B sales, leadership, and commercial capability building. He works extensively with organisations across Europe, helping sales teams and leaders navigate modern buying behaviour, digital selling, negotiation, and AI-supported sales processes.

Riki is a long-standing lecturer and programme leader at IHM Business School, where he designs and delivers executive and professional programmes within sales, marketing, and business development. He is also the creator of several proprietary

frameworks, including Dynamic Sales, which combines behavioural science, commercial insight, and practical sales execution.

Known for his sharp perspectives and pragmatic delivery, Riki challenges conventional thinking around selling, learning, and performance, with a strong focus on human decision-making in an increasingly digital and AI-driven world.

## WORKSHOP DESCRIPTION

The buyer journey has fundamentally changed. Customers today are more informed, more selective and more sceptical – yet at the same time highly influenceable when communication aligns with how the human brain actually processes information and makes decisions.

This full-day workshop combines insights from neuroscience, behavioural economics and modern sales and marketing management to explore how influence happens before, during

and after the buying window. A central focus is how sales and marketing must work as a unified commercial system rather than in silos, sharing responsibility for influence, visibility and behavioural impact across the entire customer journey.

Participants will explore why traditional needs-based selling – rooted in mid-20th century sales thinking – often struggles with today’s well-informed and “loyally polygamous” customers, who move between a small set of preferred brands rather than committing to one. The workshop addresses how persuasion knowledge has changed the rules of engagement, and why influence today is less about asking better questions and more about shaping context, perception and memory over time.

Through a mix of theory, discussion and practical cases, participants will gain concrete perspectives on how to reach the 95% of the market that is not currently in an active buying phase, how to build mental availability and primacy, and how to trigger desirable behaviours even before a direct sales interaction occurs.

The outcome is a clearer, more integrated view of sales and marketing leadership – where communication, influence and decision psychology become strategic tools for driving sustainable commercial performance in complex, international markets

## **KEY LEARNING OBJECTIVES**

After the workshop, participants will be able to:

- Understand how modern buyers actually make decisions, based on neuroscience and behavioural economics
- Explain why traditional needs-based selling often loses impact with well-informed customers
- View sales and marketing as one integrated influence system rather than separate functions
- Understand how to build interest, memory and mental availability ahead of the buying window
- Gain practical perspectives on influencing behaviour before, during and after the active buying phase
- Critically reflect on and challenge their own communication, leadership and commercial approach

## **WORKSHOP STRUCTURE**

*Format:* Interactive keynote-style workshop combining theory, practical cases, reflection and group work. The approach is challenge-driven rather than purely instructional, with a strong focus on real-world application.

**Part 1 – The modern buyer journey**

- How customer decision-making has fundamentally changed
- Why today's buyers are often far advanced before the first sales conversation
- Insights from neuroscience and behavioural economics on how decisions are actually made

**Part 2 – Sales & Marketing as a shared tactical responsibility**

- Why organisational silos between sales and marketing limit growth
- What happens when sales and marketing take joint responsibility for influence across the buyer journey
- Research-backed perspectives on performance when teams align around a common commercial mission

**Part 3 – Influence, communication and decision psychology**

- Emotional and rational decision-making and how they interact
- Persuasion knowledge: why modern customers are more alert, yet not less influenceable
- Communication that creates interest, memory and direction rather than resistance

**Part 4 – Pre-influence and visibility before the buying window**

- Reaching the 95% of the market that is not currently in a buying phase
- Building mental availability and primacy over time
- How sales professionals can think and act more like marketers without losing commercial sharpness

**Part 5 – Practical cases and application**

- Hands-on work with realistic sales and leadership scenarios
- How to trigger desired behaviours before the first commercial conversation
- Translating insights into participants' own organisational and market realities