

alven house party

agenda

July 5, 3pm . 10pm



Opening of the AlvenHouseParty

Hospitality, Cloakroom, Drinks

3:00 pm



Workshops

Presentations, Talks, Q&A,

Feel free to pick the workshop that suits you best among the following four running in parallel

3:30 pm

Marketing

- / Offline media: from Direct Response to Storytelling by Diane Laramendy, CMO @Drivy
- / How we got 10M users by spending 0€ on acquisition? by Sacha Lazimi, CEO @Yellow
- / How to develop your brand strategy? by Mathieu Jacob, CMO @Heetch

Sales

- / Smarketing: how to align your Sales & Marketing teams by Matthieu Gautier, CMO @Mention
- / Scale your sales team as you grow by Adrien Ledoux, COO @JobTeaser
- / Enterprise sales, channel, International, 12 tips for growing your business by Damien Verdier, VP Sales @Mailjet

HR

- / Implementing unlimited paid leave by Pierre Dubuc, CEO @OpenClassrooms
- / What we do inside shows on the outside! by Maxime Baumard, VP Marketing @iAdvize
- / Compensation package & incentive for sales team by Thibault Remy, CFO @Meilleursagents

Tech

- / Top-notch engineers care, how to recruit them? by Sylvain Utard, VP Engeenering @Algolia
- / Scale a product team using swarms by Florent Gosselin, VP Product @iAdvize
- / How to speak the same language than PhD profiles and successfully build a research team by Vincent Delaitre, CTO @Deepomatic



Take a break

Snacks, Drinks, Recreation

5:00 pm



Broaden your perspectives

4 speakers

5:30 pm

- / «Einstein ou l'art de dépasser les limites du monde observable» by Etienne Klein, Physicien @CEA

- / The Art of the Deal: How a French startup came to grips with the US market by Florian Douetteau, CEO @Dataiku

- / How to bounce back from failure and start again from scratch? by Teddy Pellerin, CEO @Heetch

- / Selling a company: everything you need to know by Jean-Daniel Guyot, CEO of Captain Train



Let's party

Dinner, Drinks, Music, Recreation

7:00 pm

#alvenhouseparty