

Televerde to Sponsor and Speak at B2B Content2Conversion #C2C16

Join Televerde's workshop "From Contact To Close: Integrating Digital, Nurture & The Human Touch"

Phoenix, AZ ([PRWEB](#)) February 08, 2016 -- What: The B2B Content2Conversion Conference will bring together the top thought leaders and practitioners in both content and demand generation.

B2B marketers who want to learn more about one of the most critical – and overlooked – components of converting a lead to a sale should join Televerde (<http://www.televerde.com/>) executives for their workshop "From Contact To Close: Integrating Digital, Nurture & The Human Touch" on Monday, February 15 from 11 – 2 p.m. MST at the B2B Content2Conversion Conference.

This session, led by experts from the Valley's leading sales & marketing solutions provider, Televerde, will explain how marketing and sales tools that automate, personalize, launch and measure demand generation strategies can't be successful alone. Attendees will discover how to integrate skilled human-to-human interaction (The Human Touch) at the right time for things like buyer research, lead qualification and lead development that enhances marketing & sales results.

Check out [@MarkAEvertz #C2C16 Event Primer: Don't Forget Humans on Your Way to Automation - http://www.televerde.com/a-c2c16-event-primer-dont-forget-humans-on-your-way-to-automation/](#)

Who: Ray Kemper, CMO, Televerde - [@raykemper](#)

Michelle Cirocco, VP-client success, Televerde - [@mcirocco](#)

Mark Evertz, director of demand gen & content services, Televerde - [@MarkAEvertz](#)

When: February 15, 2016

11:00 a.m. – 2 p.m. MST

*NOTE: Attendance to the B2B Content2Conversion Conference is required to attend this session.

Where: B2B Content2Conversion Conference, February 15-17, 2016

Fairmont Scottsdale Princess Resort

7575 E. Princess Drive
Scottsdale, AZ 85225

<http://www.content2conversion.com/>

Tweet This:

[@Televerde](#) to speak at [@Content2Convert's](#) #C2C16. Register for "From Contact To Close" and learn about The Human Touch 2/15 @ 11am



Interview Opportunities:

Ray Kemper, CMO, Televerde, to discuss content to lead to sale conversion, the importance of The Human Touch and the best strategies to integrate campaigns.

About Televerde

Televerde uses an innovative Lead-to-Revenue solution model to help B2B enterprises generate better leads, speed sales cycles, and gain insights that drive continued growth. By providing proven solutions in the areas of marketing technology services, engagement planning, data intelligence, demand generation, teleservices and inside sales, Televerde has helped a host of large and mid-sized companies generate over \$6.5 billion in revenue. To learn more, visit <http://www.televerde.com>



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Online Web 2.0 Version

You can read the online version of this press release [here](#).