

Sales kickoff event

Date: July 23, 2026

Timeline

08:30 – 09:15 Registration & Welcome Breakfast

Attendees check in, collect their event badges, and enjoy a catered breakfast while networking with peers.

Location: Grand Foyer

09:15 – 10:00 Opening Keynote Address

The Chief Revenue Officer outlines the annual vision, celebrates past accomplishments, and inspires the sales team for the year ahead.

Location: Main Auditorium

10:00 – 11:00 Target Setting & Strategic Priorities

Executive leadership presents company revenue targets, key market expansion goals, and overall strategy for the upcoming fiscal year.

Location: Main Auditorium

11:00 – 11:30 Morning Coffee Break

Refuel with gourmet coffee and tea while discussing the morning sessions with colleagues.

Location: Grand Foyer

11:30 – 12:30 Product Roadmap & Solutions Training

The product management team delivers intensive training on upcoming product features and value propositions.

Location: Main Auditorium

12:30 – 13:30 Networking Lunch

Enjoy a buffet lunch designed to encourage conversation and cross-departmental collaboration.

Location: Dining Hall

13:30 – 15:00 Regional Team Breakout Sessions

Teams separate into regional groups to translate company targets into actionable sales plans and team territories.

Location: Breakout Rooms A-D

15:00 – 16:15 Advanced Negotiation Workshop

An interactive skill-building session focused on objection handling, contract negotiation, and enterprise closing tactics.

Location: Main Auditorium

16:15 – 16:30 Afternoon Refreshment Break

Take a quick stretch and enjoy light snacks before the closing ceremonies.

Location: Grand Foyer

16:30 – 17:30 Annual Sales Awards Ceremony

Recognize outstanding performers, top dealmakers, and exceptional team achievements from the previous year.

Location: Main Auditorium

18:00 – 20:00 Kickoff Evening Cocktail Reception

Unwind and celebrate the launch of the new sales year with music, drinks, and appetizers.

Location: Rooftop Terrace Bar