



Marketing & Sales Excellence Initiative

MSEI Calendar of Events 2024

21 March

In-person event



Discovery Event “Sales Skills & Tools of the Future”

Harness the latest strategies and technologies to stay ahead of the competition in the ever-evolving world of sales and shape the future of sales.

4 April

Virtual event



Interactive Webinar: Empowering Marketing & Sales with GenAI

Join INSEAD GenAI experts Peter Zemsky and Michael Olenick to enhance GenAI projects for marketing and sales. Get actionable insights and advance innovative strategies.

24 – 26 June

In-person event



Subscription Business Bootcamp

Future-proof your business with subscription-based recurring revenue growth.

27 June

Virtual event



Discovery Event “Customer Success Management and Its Implications”

Explore the strategic importance of effective customer practices and their broad effects on business growth.

26 September

In-person event



Discovery Event “ESG Reporting and Monetization”

Discover strategies and best practices for effectively communicating environmental, social, and governance metrics, and drive revenue from sustainable initiatives.

24 - 25

October

*Invitation-only
initiative*



BBR Consortium Benchmarking Conference II

A dynamic event that brings together industry leaders and experts to explore and share innovative strategies for fostering and enhancing successful business relationships in the global marketplace.

14 November

Virtual event



Discovery Event “AI’s Impact on Marketing & Sales”

Unlock unparalleled growth and efficiency by harnessing data-driven insights to refine strategies, tailor customer experiences, and forecast trends. Hear directly from MSEI members as they share their GenAI Marketing & Sales project experiences and insights.