

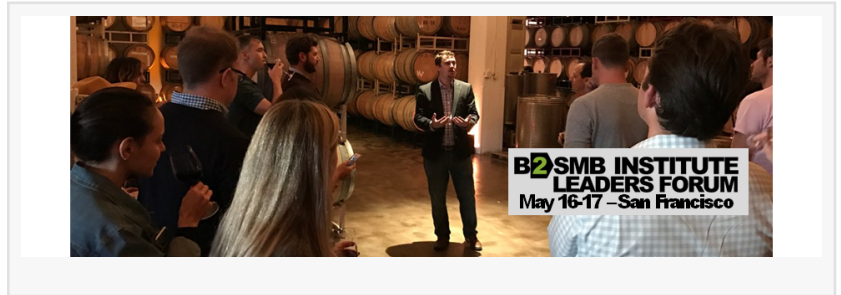
# B2SMB Institute Launches Leaders' Forum, Set for May 16-17, in San Francisco

*Exclusive peer-to-peer gathering for executives driving \$500Bil business-to-small-business marketplace, focusing on high-level strategy & tactics*

CHICAGO, ILLINOIS, UNITED STATES, January 19, 2018 /EINPresswire.com/ --

The B2SMB Institute, the first professional organization focused on

advancing excellence in the business-to-small-business ecosystem, today announced the launch of the B2SMB Institute Leaders' Forum, a by-invitation event for B2SMB thought leaders, taking place May 16-17, in San Francisco.



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We are excited to be able to gather big business leaders and their partners to share insights on how to successfully design, offer and deliver real help to 20 Million small businesses in the US.”

*Dave Walker, B2SMB Institute  
CEO*

The Leaders' Forum is an exclusive peer-to-peer gathering of the executives that are driving the \$500 billion B2SMB marketplace. The program will focus on high-level strategy across a range of disciplines, including sales and marketing, product development, delivery, training, partnerships and investment. The format will feature Ted-Talk-like showcases, in which industry leaders will share what's working, what's needed and what's next.

This is the first Leaders' Forum hosted by the B2SMB Institute, a member-driven community of B2SMB decision-makers who share common needs, challenges and goals. Program highlights include:

**Actionable Research.** The B2SMB Institute's latest proprietary and curated research about the B2SMB marketplace, including SMB identity and behavioral data, will help Leaders' Forum attendees understand the complex, fragmented and changing profile of more than 20 million US small businesses.

**Inspiring Keynote Showcases.** The best and brightest in B2SMB present their successes and failures in Ted-Talk-like keynotes, opening their widely-varied playbooks for winning, keeping and growing small-business customers.

**Engaging Networking.** Unique networking opportunities offer attendees the chance to make authentic connections, including a collaborative and competitive Wine-Blending Party and Leaders' Forum "Meat & Eat" dining groups.

**Partnering Opportunities.** Attendees will have access to a rapidly emerging collaborative community of B2SMB brands, resources and technology providers that are partnering to solve challenges across their sales and marketing, product development and delivery.

Tech Innovation. The San Francisco Bay Area, one of the leading centers of tech innovation in the world, serves as the ideal backdrop for the Leaders' Forum. From hot startups and investment trends, to how SMBs respond to what's new and determine whether to build or buy, tech innovation will be showcased throughout the program.

On-Your-Foot Labs. These mini workshops will feature select Forum leaders sharing their toughest and most immediate demands. Attendees will work-shop these challenges live, leveraging the collective brainpower of the Leaders' Forum audience.

"The B2SMB Institute is a passionate advocate for a healthy B2SMB ecosystem," said Dave Walker, CEO and founder, B2SMB Institute. "We are excited to be able to gather big business leaders and their partners to share insights on how to successfully design, offer and deliver real help and lasting solutions to the more than 20 million small businesses in the US."

For more information about the B2SMB Institute Leaders' Forum, including how to participate, visit: <https://b2smbi.com/the-b2smb-institute-leaders-forum/>. To request an invitation, email [LeadersLeague@b2smbi.com](mailto:LeadersLeague@b2smbi.com). To request information on sponsorship opportunities, email [dave@b2smbi.com](mailto:dave@b2smbi.com).

### About the B2SMB Institute

The B2SMB Institute is the first professional organization focused on advancing excellence in the business-to-small-business ecosystem. B2SMB leaders, practitioners, brands and enterprises rely on the Institute for critical market intelligence resources, peer-to-peer networking, best-practice guidance and specialized skills development. The B2SMB Institute champions small-business-centric thinking and practice, with a focus on how to reach, engage, win, keep and grow SMB customers. The member-driven organization serves as a dynamic, daily destination to find, meet and network with B2SMB decision-makers who share common needs, challenges and goals. Visit <https://b2smbi.com/> for details on resources, benefits and membership opportunities.

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