

# Banzai Tide Talks Seattle

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## Topic

The partnership between sales and marketing seems like a no-brainer but can be harder than it sounds. Some B2B companies have trouble aligning within their own team - let alone across departments.

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**Banzai**

## Date

January 15, 2021  
10:30 AM PST  
1 hour 30 minutes

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Matt Heinz and a group of local marketing and sales leaders will discuss different ways the two teams can and should be aligned. They will define partnership matters and the big wins that result from alignment between departments.

Join us for a working, lunch, and thoughtful discussion on how to create a partnership between sales and marketing that works for your business.

## Guest Policy

All guests are welcomed to register for the event.

## Tide Talk Featured Guests:

- Matt Heinz, President, Heinz Marketing
- Joe Davy, CEO & Co-Founder, Banzai
- Adam Schoenfeld, VP of Strategy, Drift

## Cost

This is a free event.

## Agenda

- 10:30 AM - Panel
- 11:15 AM - Roundtable discussion

Add timing to your agenda