

# Why I Should Attend ChiliPalooza

A curated, invite-only sprint for GTM practitioners navigating AI-driven pipeline generation, automation, and buyer behaviour — and a direct investment in our team's strategy.

## Why This Event?

AI is rewriting GTM. This is where leaders figure out what to do about it.

ChiliPalooza isn't a vendor expo or a talk-at-you conference. It's a curated, invite-only sprint built for practitioners who need to understand how AI agents, automation, and shifting buyer behaviour will change how we generate and convert pipeline in 2026 and beyond.

## What I'll Learn & Bring Back

- 1 How modern GTM teams harness AI to move faster and stay ahead in an increasingly competitive B2B landscape.
- 2 The unconventional playbook behind reaching finance leaders through social video — tactics that actually got CFOs paying attention.
- 3 How lean ops teams leverage AI agents to automate workflows that once required entire departments.
- 4 What it takes to build longevity and lasting impact as a marketing leader in today's fast-moving environment.
- 5 Demand generation strategies that helped take ClickUp from zero to \$300M+ ARR.
- 6 Human-centric brand moves (guerrilla stunts to a Super Bowl ad) that made Gong one of the most loved brands in B2B.
- 7 How marketers win when AI surfaces answers before users click — and what AEO means for strategy in 2026.

## Who's in the Room

GTM leaders, RevOps practitioners, CMOs, and CROs from:

GONG FIGMA 6SENSE CLICKUP ZILLOW

DATARAILS LEADIQ SPARKTORO + MORE

## The Business Case

- **Directly applicable to my role.** Every session maps to challenges our team is already navigating: pipeline generation, GTM tooling, team structure, and buyer behaviour.
- I will leave with a **concrete action list**, not a notebook full of keynote slides.
- Two focused days, no wasted time — **Chili Piper's** own event, built for the practitioners we serve.

## Investment

EARLY BIRD – ALL INCLUSIVE

**\$2,499**

**Includes:** accommodations, all meals, conference ticket, all activities and sessions. Flights expensed separately. Most attendees put the full trip on the company card.

## My Commitment

I'll return with a written summary of takeaways and specific recommendations for our team, plus introductions to relevant contacts.

The ROI on one process improvement or one new partnership pays for this trip many times over.