

MARKETING LEADERSHIP FORUM*

OCTOBER 5-6, 2017 | FOUR SEASONS HOTEL |
WESTLAKE VILLAGE, CA

*A **POWERFUL NETWORK OF LEADING MINDS**,
MEETING TO DISCUSS KEY CHALLENGES AND
FIND INNOVATIVE RESOLUTIONS

JOIN THE NETWORK OF THE **MARKETING LEADERSHIP FORUM*** - CHIEF
MARKETING OFFICERS, CHIEF DIGITAL OFFICERS, HEADS AND VPS OF TECHNOLOGY,
ANALYTICS, INNOVATION, CONTENT STRATEGY AND COMMUNICATION OFFICERS,
VPS, DIRECTORS AND HEADS OF CUSTOMER ENGAGEMENT, CRM, FROM THE
US'S LEADING ORGANIZATIONS. **UNITE** AND **ACTIVELY COLLABORATE** WITH
THE MARKETING AND CONTENT MANAGEMENT PROFESSIONALS DRIVING
ORGANIZATIONAL INNOVATION IN THE REGION.

“ AFTER ALL THE STATISTICS
AND CALCULATIONS ARE
FORMULATED; THE ONE
ELEMENT THAT BREATHES
LIFE INTO MARKETING IS
GOOD DESIGN. ”

STEVE JOBS

EVENTS.MARCUSEVANS-EVENTS.COM

FOR INFORMATION CONTACT ANGELA NICOLAIDOU: ANGELA.N@MARCUSEVANS.CY.COM


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FORUM* CONTENT ZONE

AT THE **MARKETING LEADERSHIP FORUM***, COMPELLING SPEAKERS AND DYNAMIC MODERATORS ARE CAREFULLY SELECTED TO UNCOVER PIONEERING IDEAS, SPARK INSPIRATION AND PROMPT DISCUSSIONS. A RESULT OF ONGOING DIALOGUE WITH YOUR PEERS, THE FORUM AGENDA IS ALIGNED WITH THE MOST RELEVANT MARKET DEVELOPMENTS. KEY TOPICS WILL INCLUDE:

CHIEF MARKETING OFFICER STREAM

MODERNIZING A GLOBAL MARKETING ORGANIZATION – Strategies for leading a successful transformation

REINVIGORATING AN ESTABLISHED BRAND – Positioning for growth in a competitive landscape

AGENCY VS IN HOUSE MARKETING – Determining the best fit for your organization

KEEPING THE CUSTOMER AT THE HEART OF MARKETING STRATEGY – The journey towards greater customer-centricity

MARKETING TO MILLENNIALS – Tips and techniques for reaching the largest and most influential generation of consumers

CMOS SPEAK OUT – Best practices for managing resources, budgets and prioritizing projects

MAKING SENSE OF THE DATA – Dissecting massive amounts of information to better understand the customer

CUSTOMER EXPERIENCE – Discussing the most innovative developments

SOCIAL MEDIA MARKETING – Leveraging platforms to understand and engage customers

DIGITAL MARKETING STREAM

OMNICHANNEL DIGITAL EXPERIENCE – Building and delivering a consistent experience across multiple channels

EFFECTIVE DIGITAL MARKETING STRATEGIES – Implementing a successful approach to drive growth

MAKING SENSE OF THE DATA – Dissecting massive amounts of information to better understand the customer

MARKET AUTOMATION – Delivering prospect-centric strategies

GOING VIRAL – Crafting an effective video marketing campaign

MARKETING AND INNOVATION – Linking marketing and innovation to improve customer return and reach

SOCIAL MEDIA – Leveraging platforms to understand and engage customers

CONTENT STRATEGY STREAM

CONTENT IS KING – Creating and deploying high-quality strategies for content marketing

SHOW ME THE MONEY – Measuring and reporting your content's ROI

CONNECTING WITH YOUR AUDIENCE – The art of infusing story telling in your content strategy

ADAPTIVE CONTENT – Top approaches in the omnichannel era

BEING RELEVANT – Creating content for millennials

GOING VIRAL – Crafting an effective video marketing campaign

PERSONAS AND CONTENT – Using personas to shape content marketing strategies

CUSTOMER ENGAGEMENT STREAM

KEEPING THE CUSTOMER AT THE HEART OF MARKETING STRATEGY – The Journey towards greater customer-centricity

LISTENING TO THE VOICE OF THE B2B CUSTOMER – Tips for effectively listening to this audience

THE MOBILE CUSTOMER EXPERIENCE – Building modern mobile-friendly experiences

SOCIAL MEDIA – Leveraging platforms to understand and engage customers

MARKETING TO MILLENNIALS – Tips and techniques for reaching the largest and most influential generation of consumers

MAKING SENSE OF THE DATA – Dissecting massive amounts of information to better understand the customer

CUSTOMER EXPERIENCE – Discussing the most innovative developments

FORUM* SPEAKERS

CHIEF MARKETING OFFICER STREAM

David Jaye, Chief Marketing Officer/Chief Digital Officer, **IBM**

Kim Metcalf-Kupres, Chief Marketing Officer, **Johnson Controls**

Christine Nashick, Chief Marketing Officer, **DHL Express**

Shonodeep Modak, Chief Marketing Officer, **GE Industrial Solutions**

David Eisen, Chief Marketing Officer, **Welch's**

Marvin Davis, Chief Marketing Officer, **ServiceMaster**

Kristin Kelly, Chief Marketing Officer, **Randstad North America**

Kevin Seller, Chief Marketing Officer, **Avnet**

Mark Zarthar, Global Head of Sports Marketing, **Anheuser-Busch InBev**

Pablo Zurzolo, Vice President of Marketing, Americas, **Tech Data**

Rod Nenner, Vice President, Marketing, **Washington Redskins**

Bob Clarke, Vice President, Marketing, **Herr Foods, Inc.**

Michael P. Guillory, Head, Worldwide Brand Communications, **Texas Instruments**

DIGITAL MARKETING STREAM

Ashish Jajoo, Head Global Digital Marketing and Social Media, **Mylan, Inc.**

Dave Savoy, Director, Digital Marketing and Strategy, **Farmers Insurance**

Derek Schoen, Director of Media Innovation – Marketing Strategy, **MGM Resorts International**

Karen O'Brien, Vice President, Global Social Media, Brand and Engagement, **Western Union**

Lynn Nguyen, Digital Marketing Program Manager, **U-Haul International, Inc.**

Brandon Grabowski, Director, Advance Analytics, Data Strategy, **Viacom**

Amy Lavin, Assistant Professor of Practice & Director, MS - Digital Innovation in Marketing Program, **Temple University**

Lisa LaCorte, Vice President, Digital Marketing, **Synchrony Financial**

Gary Milner, Director, Global Digital Marketing, **Lenovo**

Tuck Ross, SVP, Digital Marketing, **BBVA Compass**

Robert Kennedy, Global Head of eCommerce and Digital Marketing, **Bio-Rad Laboratories**

Lauren Wilson, Senior Director, Digital Engagement and Social Media, **Georgetown University**

Andrew Spoeth, Director, Digital Marketing, **CA Technologies**

Scott Jaworski, Director of Global Social Media, Digital Marketing Media, **Intel Corporation**

CONTENT STRATEGY STREAM

Ted Hutcheson, Vice President, Global Creative and Content, **Ashley Furniture Industries**

Tara L. Finney, Assistant Vice President, Content Marketing Strategist, **T. Rowe Price**

Josslyn Mikow, Senior Content Strategist, **eBay, Inc.**

Michael Burns, Director, Web Content Strategy, **Nationwide Insurance**

Mike Goldberg, Global Director, Content Marketing, **Dun & Bradstreet**

Rachel Gerds, Head of Global Social Media & Digital Content, **BMO Financial Group**

Amy Michaels, Vice President, Content & Product Marketing, **Meredith Corporation**

Dusty DiMercurio, Head of Content Marketing & Strategy, **Autodesk, Inc.**

Ed Youngblood, Director of Content Strategy, **Alcatel-Lucent Enterprise**

Karen Gutiérrez, Director, Social Media - Content and Communities, **U.S Bank**

CUSTOMER ENGAGEMENT STREAM

Ryan Lauder, Director, Customer Engagement, **Taylor-Made Adidas Golf**

Holly Butka, Director, Global Customer Engagement, **Monsanto Company**

Laura Hahn, Director, Customer Insight and Engagement, **Guardian Life Insurance Company of America**

Lori Laffin, CCXP, Global Customer Engagement Research Program Manager, **Cargill**

Tim Perek, Head of Customer Experience, **Schneider Electric**

Rick Wion, Senior Director, Consumer Engagement, **Kellogg Company**

Hilary Hahn, Vice President, Employee Experience, Creative Strategies & ClientCARE, **Frontier Communications**

Chitra Vivek, Senior Director, Global Customer Engagement, **Hitachi**

Dan Schaecher, AVP Customer Centricity, **Lincoln Financial Group**

FORUM* PERKS

As a delegate at the **MARKETING LEADERSHIP FORUM***, Join us and be part of a unique and perfectly executed platform that facilitates change in your profession:

- › Stay up-to-date with **novel ideas** and trends to impact your future business results
- › Experience live **face-to-face** meetings with leading solution and service providers
- › Network and connect with senior marketing professionals to **expand your knowledge base**

Your delegate package at the **MARKETING LEADERSHIP FORUM***, includes all the essentials needed for a productive and rewarding event:

- › **A cutting-edge 2 day, 4 streamed agenda** consisting of compelling presentations, interactive forums and business meetings provoking your creativity, and offering superior knowledge and practical insights
- › **Access to the secured event website** where you can review premium event content and attending solution providers to make educated meeting selections and optimise the use of your time
- › **A comprehensive directory of solution providers**, allowing ample time to research and identify products which efficiently address the most pressing needs of your organisation
- › **An experienced event management team** dedicated to facilitating your participation and ensuring optimal use of your time out of office
- › **All meals and networking activities**

FORUM* INTERACTIVE AGENDA

DAY 1

7:30-8:30	Event Registration
8:45-9:00	Chairman's Opening
9:00-9:45	Opening Keynote
9:45-10:30	Parallel Sessions
10:30-10:45	Solution Provider Briefing
10:30-11:00	Networking Coffee Break
11:00-12:00	One-on-One Meetings
12:00-1:00	Panel Discussion
1:00-2:00	Lunch
2:00-2:45	Parallel Session
4:45-3:30	Parallel Sessions
3:30-3:45	Networking Coffee Break
3:45-5:45	One-on-One Meetings
5:45-6:30	Parallel Sessions
6:30-7:15	Keynote Presentation
7:15	Evening Reception

DAY 2

7:00-8:00	Breakfast
8:00-8:45	Keynote Presentation
8:45-9:30	Parallel Sessions
9:30-9:45	Networking Coffee Break
9:45-11:45	One-on-One Meetings
11:45-12:30	Parallel Sessions
12:30-1:15	Parallel Sessions
1:15-2:00	Lunch
2:00-2:45	Parallel Sessions
2:45-3:30	Parallel Sessions
3:30-4:15	Keynote Presentation
4:15-4:30	Chairperson's Closing

FORUM* BEHIND THE SCENES

The **marcus evans** group has over 30 years experience in the production of premium business events. Known globally for our unwavering dedication to quality and excellence, we aid our clients in achieving their strategic goals by providing market leading business intelligence otherwise inaccessible to them. At **marcus evans**, we craft products that empower our clients to drive organisational growth and achieve effective decision-making.



DON'T JUST FOLLOW LEADERS, MEET THEM IN PERSON