

Marketers Take the Lead: Managing Change, Risk and Opportunity in the Era of the Empowered Customer

Agenda as of April 14, 2017, and subject to change

	2:30 p.m. Tuesday, May 9 Registration			
	3:30 p.m. Tuesday, May 9 W1. Workshop: Design Thinking Tom Kobak			
	4:30 p.m. Tuesday, May 9 Catch a Frisbee — and Some Good Vibes			
Wednesday, May 10	6:30 a.m. Sunrise Fun Run/Walk			
	7:30 a.m. Registration and Attendee "Ice Breaker" Breakfast			
	8:45 a.m. K1. Gartner Opening Keynote Marketers Take the Lead			
	TRACKS	A. Differentiate With a Customer-First Mindset	B. Orchestrate Multichannel Strategies for Growth	C. Leverage Technology for Marketing Advantage
	10:15 a.m. A1. Key Customer Experience Foundations for Marketing Leaders Jane-Anne Mennella	B1. 2016-2017 CMO Spend Survey: Budgets Climb as Marketers Juggle More Demands Jake Sorofman	C1. Marketing Technology Insight: How Brands Deploy and Leverage Martech Investments Kirsten Newbold-Knipp, Bryan Yeager	
	11:00 a.m. A2. Marketing GPS: How to Measure Each Touchpoint in Your Customer Journey Jennifer Polk	B2. The Multichannel Symphony: How to Plan, Orchestrate and Execute for Harmony Adam Sarner	C2. Deconstructing the Data Management Platform Martin Kihn	
	12:00 p.m. Attendee Lunch and Solution Showcase Dessert Reception			
	12:30 p.m. MQ1. Magic Quadrant for Digital Marketing Analytics Lizzy Foo Kune			
	2:15 p.m. A3. How to Launch, Manage and Measure the Value of VoC Programs Augie Ray	B3. Build a Fluid Marketing Organization to Improve Speed, Scale and Scope Christopher Ross	C3. Building Your Marketing Technology Roadmap for 2020 Bryan Yeager	
	3:15 p.m. Solution Provider Sessions			
	4:30 p.m. K2. Guest Keynote Powerful Portraits: An Intimate Look at Humanity and Leadership Platon, World-Renowned, Award-Winning Photographer, and Founder, The People's Portfolio			
	5:30 p.m. Solution Showcase Reception			
	5:45 p.m. MQ2. Magic Quadrant for Digital Marketing Hubs Martin Kihn			
	7:30 p.m. Special Evening Event: The Mixer at Top of the Rock			
Thursday, May 11	6:30 a.m. Sunrise Yoga			
	7:30 a.m. Registration and Birds of a Feather Networking Breakfast (By Industry)			
	8:30 a.m. A4. 20/20: How Leading Brands Create and Capitalize on Mobile Moments Michael McGuire	B4. Crooked Scales: What Marketers Need to Know About Media Metrics Andrew Frank	C4. What the Fact: Data-Driven Marketing in the Age of Misinformation Christi Eubanks	
	9:30 a.m. A5. Create Persona-Driven Customer Journeys to Improve Customer Experience Jane-Anne Mennella	B5. Total Marketing Measurement: Build a Comprehensive Analytics Framework Christi Eubanks	C5. It's Alive! The Evolution of Marketing Dashboards Lizzy Foo Kune	
	10:30 a.m. Solution Provider Sessions			
	11:30 a.m. A6. Value Segmentation: Target the Right Customer to Improve Marketing Results Ewan McIntyre	B6. 20/20: How B2B Companies Can Use Account-Based Marketing to Cultivate CLTV Noah Elkin	C6. When Speed Matters: Real-Time Decision Management Adam Sarner	
	12:15 p.m. Attendee Lunch and Solution Showcase Dessert Reception			
	12:45 p.m. MQ3. Magic Quadrant for Global Digital Marketing Agencies Jay Wilson			
	2:15 p.m. A7. Atomic Content: A Framework to Deliver Dynamic Content Marketing Christopher Ross	B7. How to Balance Insourcing and Outsourcing and Maximize the Impact of Partners Jay Wilson	C7. Scaling a Modern Content Supply Chain With Talent and Technology Kirsten Newbold-Knipp	
	3:15 p.m. Solution Provider Sessions			
4:30 p.m. K3. Guest Keynote Harnessing Innovation, Driving Creativity Josh Linkner, Entrepreneur, CEO, Author and Thought Leader				
Friday, May 12	7:15 a.m. Registration			
	7:15 a.m. Breakfast Networking Session: Women in Marketing Leadership			
	7:30 a.m. Birds of a Feather Networking Breakfast (By Topic)			
	8:30 a.m. Solution Provider Sessions			
	9:15 a.m. A8. Outperform by Doing Good: How Brands Differentiate on Social Impact Jay Wilson	B8. Talk to the Hand: How to Reach Consumers Who Use Technology to Cut Off Contact Andrew Frank	C8. How Bots That Speak and Sell Fit Into Your Marketing Strategy Charles S. Golvin	
	10:15 a.m. Solution Provider Sessions			
	11:00 a.m. A9. Optimizing Internal and External Journeys in Complex Organizations Noah Elkin	B9. Action! What Marketers Can Learn From Hollywood About Storytelling Martin Kihn	C9. IoT Marketing: Moving From Concept to Reality Charles S. Golvin	
11:45 a.m. Conference Adjourns				

Spotlight sessions are focused on data and analytics. Sunrise activities require preregistration.