

Gartner®

Digital Marketing Conference 2017

The Premier Gathering for Senior Marketing Leaders

May 10 – 12 / San Diego, CA
gartner.com/us/marketing

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

Gartner Digital Marketing Conference 2017 provides the insights senior marketing leaders need to deliver results in a fast-paced environment. Cut through the hype and get unbiased, actionable advice on the trends, tools, technologies and techniques you need to master your craft. Benefit from sessions that address some of the key challenges marketers are facing today, such as:

How do you build a marketing strategy that aligns to business goals?

B1. 2016-2017 CMO Spend Survey: Budgets Climb as Marketers Juggle More Demands **Jake Sorofman**

B6. 20/20: How B2B Companies Can Use Account-Based Marketing to Cultivate CLTV **Noah Elkin**

A6. Value Segmentation: Target the Right Customer to Improve Marketing Results **Ewan McIntyre**

How do you optimize marketing across customer touchpoints?

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**

A4. 20/20: How Leading Brands Create and Capitalize on Mobile Moments **Mike McGuire**

How do you measure marketing impact and effectiveness?

B5. Total Marketing Measurement: Build a Comprehensive Analytics Framework **Christi Eubanks**

B4. Crooked Scales: What Marketers Need to Know About Media Metrics **Andrew Frank**

C5. It's Alive! The Evolution of Marketing Dashboards **Lizzy Foo Kune**

How do you build and manage the modern martech stack?

C1. Marketing Technology Insight: How Brands Deploy and Leverage Martech Investments **Kirsten Newbold-Knipp, Bryan Yeager**

C3. Building Your Marketing Technology Roadmap for 2020 **Bryan Yeager**

MQ2. Magic Quadrant for Digital Marketing Hubs **Martin Kihn**

Continued on next page

3 ways to register

Web

gartner.com/us/marketing

Email

us.registration@gartner.com

Phone

1 866 405 2511

“What I get at this event, that I don’t at any other, is the horizontal picture of marketing and the disruption that’s happening.”

Niki Hall, VP of Corporate Marketing, Polycom

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Sessions addressing your key challenges continued

How do you map and measure the customer journey?

- A1.** Key Customer Experience Foundations for Marketing Leaders **Jane-Anne Mennella**
- A3.** How to Launch, Manage and Measure the Value of VoC Programs **Augie Ray**
- A5.** Create Persona-Driven Customer Journeys to Improve Customer Experience **Jane-Anne Mennella**

What emerging technology and trends should you stay on top of?

- 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**
- C9.** IoT Marketing: Moving From Concept to Reality **Charles S. Golvin**

How do you use content to bring your brand to life?

- B9.** Action! What Marketers Can Learn From Hollywood About Storytelling **Martin Kihn**
- A7.** Atomic Content: A Framework to Deliver Dynamic Content Marketing **Christopher Ross**
- A8.** Outperform by Doing Good: How Brands Differentiate on Social Impact **Jay Wilson**

How do you structure your marketing organization for success?

- B3.** Build a Fluid Marketing Organization to Improve Speed, Scale and Scope **Christopher Ross**
- B7.** How to Balance Insourcing and Outsourcing, and Maximize the Impact of Partners **Jay Wilson**
- MQ3.** Magic Quadrant for Global Digital Marketing Agencies **Jay Wilson**

How do you use data and analytics to advance your marketing?

- C4.** What the Fact: Data-Driven Marketing in the Age of Misinformation **Christi Eubanks**
- C2.** Deconstructing the Data Management Platform **Martin Kihn**
- MQ1.** Magic Quadrant for Digital Marketing Analytics **Lizzy Foo Kune**

How do you scale marketing execution along the customer journey?

- C6.** When Speed Matters: Real-Time Decision Management **Adam Sarner**
- C7.** Scaling a Modern Content Supply Chain With Talent and Technology **Kirsten Newbold-Knipp**
- A9.** Optimizing Internal and External Journeys in Complex Organizations **Noah Elkin**

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Martin Kihn
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