

Gartner®

Digital Marketing Conference

The Premier Gathering for Senior Marketing Leaders

May 15 – 17, 2018 / San Diego, CA
gartner.com/us/marketing

Meet the experts helping marketers think big, execute smart and deliver growth.

At Gartner Digital Marketing Conference you'll have the opportunity to set up a private one-on-one meeting with a member of our team of subject matter experts. They are tried-and-tested marketing pros (and include former CMOs and senior marketing and agency leaders) who can guide you with unbiased, actionable insights and walk you through the latest research.

Meet our team

Find the expert whose knowledge best aligns with your business needs — attend their sessions and prepare your list for booking a private one-on-one meeting. Here's a sampling of the questions they most frequently address with clients:



Brent Adamson

Principal Executive Advisor, CEB is now Gartner

1. How do I partner more effectively with sales?
2. How do I drive growth as a B2B marketer?
3. What is the best role of digital in B2B marketing?
4. How do I rethink my content marketing strategy for maximum impact?
5. How do I build and deploy insights to challenge customers' thinking?



Benjamin Bloom

Research Director

1. What platforms, tools and services should marketers use to compete in an increasingly digital world?
2. What combination of digital techniques, channels and processes is the most effective for attracting, acquiring, and retaining loyal and profitable customers?
3. How do marketers get the most out of their existing marketing investments before bringing new vendors into the fold?
4. What are the top considerations for designing and executing successful multichannel marketing?



Noah Elkin

Research Director

1. What are the top considerations for designing and executing successful multichannel marketing?
2. What combination of digital techniques, channels and processes is the most effective for attracting, acquiring, and retaining loyal and profitable customers?
3. What are the evolving criteria for choosing technology and service providers to help develop and manage multichannel marketing?
4. What are the best practices for improving the B2B lead management process, including developing and growing a strategic account-based marketing program?
5. How should I change my marketing strategy as a result of adoption of connected devices?

Continued on next page

**3 ways
to register**

Web gartner.com/us/marketing **Email** us.registration@gartner.com **Phone** 1 866 405 2511

Gartner Digital Marketing Conference

The Premier Gathering for Senior Marketing Leaders

May 15 – 17, 2018 / San Diego, CA
gartner.com/us/marketing



Christi Eubanks

Managing Vice President

1. What are the best practices for measuring and optimizing digital marketing programs?
2. What are the best practices for building and managing analytics teams?
3. How can marketers tie digital marketing efforts to business results?
4. How should marketers select and utilize tools/partners for digital analytics?
5. What are the best practices for building a marketing analytics dashboard?



Lizzy Foo Kune

Research Director

1. How do I build and deploy a marketing dashboard?
2. How should I measure and optimize marketing and advertising?
3. How do I select and implement marketing analytics tools, service providers and technologies?
4. How do I recruit, hire and retain marketing analytics talent?
5. How should I address problems in advertising, such as fraud and ad blocking?



Andrew Frank

Vice President & Distinguished Analyst

1. What are the best practices for acquiring and distributing data, both internally and externally?
2. How can marketers best use data to inform strategic processes, such as market evaluation and product development?
3. Which approaches work best to model and analyze audiences, actions and dialogues?
4. How can marketers tune in to the “voice of the customer” (VoC)?
5. What are the best practices for managing customer data security and privacy?



Charles S. Golvin

Research Director

1. How do I make a case for mobile marketing?
2. How do I mobilize my brand to deliver real business value via mobile marketing?
3. What market trends present opportunities and disruptions for marketing?
4. How should I change my marketing strategy as a result of adoption of connected devices?
5. What are the best practices for developing a mobile marketing strategy?



Martin Kihn

Research Vice President

1. How should digital marketing and advertising programs be measured and improved?
2. What are the best practices for acquiring and distributing data, both internally and externally?
3. How can marketers best use data to inform strategic processes, such as market evaluation and product development?
4. What are the most critical considerations for designing and executing successful multichannel advertising campaigns?
5. How can marketers make the most of programmatic ad tools like dynamic creative optimization?



Michael McGuire

Research Vice President

1. How do I make a case for mobile marketing?
2. How do I mobilize my brand to deliver real business value via mobile marketing?
3. Which approach will best fit my marketing requirements — mobile extender or mobile-centric?
4. How do I leverage real-time engagement?
5. How does mobile fit in my multichannel strategy?

Continued on next page

Gartner Digital Marketing Conference

The Premier Gathering for Senior Marketing Leaders

May 15 – 17, 2018 / San Diego, CA
gartner.com/us/marketing



Ewan McIntyre

Research Director

1. How do I staff and structure my digital marketing team in a high-performance organization?
2. How do I plan and allocate my budget to deliver the best results in a digitally led world?
3. How do I demonstrate the value of my marketing programs to fully understand and track progress against business goals?
4. How do I assimilate paid and organic search into my integrated programs?
5. How do I develop an advertising strategy that harnesses an optimal mix of formats and tactics to achieve the highest yield for the business?



Jane-Anne Mennella

Research Director

1. How do we build a test and learn culture?
2. Which user research methodologies should we use to gain customer insight or improve our customer experience?
3. What are the best practices in user experience design?
4. What are the best practices in creating personas and journey maps?
5. How do user experience and customer experience work together?



James Meyers

Principal Research Analyst

1. How do I tie digital marketing efforts to business results?
2. How do I select and implement tools for marketing analytics and data science?
3. How do I manage my marketing data to enable consistent insights?
4. How should I build and grow an analytics organization?
5. What are best practices for measuring and optimizing digital marketing programs?



Kate Muhl

**Principal Advisor, CEB Iconoculture
Consumer Insights**

1. What are the key values driving U.S. consumer behavior, and how are they changing over time?
2. Which values differentiate millennials from Gen Z and from older consumers, and how can marketers connect with such important cohorts?
3. How are current cultural phenomena — social media movements, divisive politics — shaping the way consumers feel about brands?
4. How do consumers and culture change as external factors like the economy, technology, politics and the environment evolve?
5. Which consumers in different categories are driving change to shape culture?



Kirsten Newbold-Knipp

Research Vice President

1. How do I define, budget, execute and measure marketing strategies that support revenue growth and retention?
2. How do you build a content-rich marketing strategy to support personalized multichannel marketing?
3. As the need for automation, optimization and distributed content operations increases, what's the right mix of content creation and publishing tools?
4. What strategies, processes and best practices will enable CMOs and marketing leaders to succeed in digital commerce?
5. How should I be thinking about my role in digital commerce?



Jennifer Polk

**Research Vice President and
Conference Co-Chair**

1. How do I deliver a digital commerce experience to meet my customers' needs?
2. How should I adapt my marketing to drive or improve digital commerce results?
3. What steps should I take to begin or improve my personalization capabilities?
4. How do I evaluate digital commerce platforms?
5. How do I evaluate personalization engines?

Continued on next page

Gartner Digital Marketing Conference

The Premier Gathering for Senior Marketing Leaders

May 15 – 17, 2018 / San Diego, CA
gartner.com/us/marketing



Augie Ray

Research Director

1. How can CX leaders demonstrate ROI so that budgets and support for customer experience and voice of the customer (VoC) programs are increased?
2. What are vital considerations to launch and enhance an effective customer experience management (CXM) program?
3. How can marketers make personas and customer journey maps more effective and actionable?
4. What's the best way to leverage customer feedback through VoC programs?
5. How can marketers guide and influence the customer experience across functions in the organization?



Christopher Ross

Research Director

1. How can I build and operate an agile, high-performance marketing organization?
2. How do I find, select and manage marketing agencies and services providers?
3. How do I create innovative, effective business and marketing strategies?
4. How can marketers design innovative, empathetic and dynamic customer experiences?
5. How do we develop customer narratives and design content marketing strategies?



Adam Sarner

Managing Vice President

1. How are marketers implementing emerging digital trends and techniques for business advantage?
2. How should marketers evaluate the business potential of a new digital trend or technique?
3. What are the digital trends and techniques on the horizon that might change or disrupt current marketing practices?
4. How do I develop and manage paid, earned and owned channels?
5. What are the most critical considerations for designing and executing successful multichannel marketing campaigns?



Elizabeth Shaw

Research Director

1. What is the innovation landscape, and how should marketing leaders navigate it?
2. What are the best practices for marketing leaders to organize, prioritize and budget around innovation?
3. How do I become an effective change agent within my organization?
4. How should marketing leaders develop social marketing strategies and implement them?
5. What emerging social marketing technologies exist, and how should marketers evaluate and test them?



Anna Maria Virzi

Senior Research Analyst

1. How do marketing leaders allocate their budgets for capabilities and resources?
2. What's the marketing budget outlook for the coming year?
3. What metrics should I track to show marketing's value to the business?
4. How can I calculate customer profitability?
5. How can I use Gartner's Marketing Benchmark Tool to compare my marketing budget against others'?



Stephen R. Wellman

Research Director

1. How can I create enough relevant content to support personalized, multichannel marketing?
2. How do I start the process of redesigning my company's website? What are the processes I need to put into place to foster success and demonstrate ROI?
3. How can I better curate my existing content and leverage it along the buyer's journey?
4. How do I develop a differentiated content marketing strategy?
5. How do I organize, automate and optimize distributed content programs?

Continued on next page

Gartner Digital Marketing Conference

The Premier Gathering for Senior Marketing Leaders

May 15 – 17, 2018 / San Diego, CA
gartner.com/us/marketing



Jay Wilson

Research Director and Conference Co-Chair

1. How do I improve the effectiveness of my social marketing efforts?
2. How do I measure the impact of my social marketing efforts?
3. How do I select tools and technologies to help optimize my social marketing?
4. How do I select the right agency for my business?
5. How do I optimize my agency relationships?



Bryan Yeager

Research Director

1. What platforms, tools and services should marketers use to compete in an increasingly digital world?
2. How can marketers prioritize and implement emerging digital trends for business advantage?
3. How do marketers get the most from their existing marketing investments before bringing new vendors into the fold?
4. What skills and traits are required to build a nimble tech- and data-driven marketing team?
5. What are the best practices for navigating the vast and growing landscape of technologies for marketers?



Visit gartner.com/us/marketing for agenda updates and to register.

**3 ways
to register**

Web gartner.com/us/marketing **Email** us.registration@gartner.com **Phone** 1 866 405 2511