

Think Big. Execute Smart. Deliver Growth.

Agenda as of March 28, 2018, and subject to change

MON May 14	2:30 p.m. - 6:00 p.m. Registration							
	3:00 p.m. Workshop: Design Thinking for Innovation*							
TUES May 15	6:30 a.m. Sunrise Fun Run/Walk							
	7:30 a.m. Registration and Attendee "Ice Breaker" Breakfast					Exclusive CMO Breakfast 7:45 – 8:30 a.m.		
	8:45 a.m. Gartner Opening Keynote							
	TRACKS	A. Connecting Vision, Strategy and Execution	B. Beyond Knowing the Customer: Using Insight to Drive Engagement	C. Made to Measure: The Power of Metrics to Improve Marketing	D. Secrets of Marketing Mavericks and Masters	E. The CMO Experience <small>Program requires pre-qualification</small>	New Sessions	*Interactive Sessions
	10:15 a.m.	Marketing Strategy Supercharged: Charting a Course for Success in a Rapidly Changing World	Multichannel Marketing and Customer Experience: Mission-Critical Success Factors	Marketing Measurement Just Isn't Measuring Up, and Here's What to Do About It	Brand Relevance Under Fire, Automation on the Rise: Gartner's Marketing Predictions		The Innovation Class	Ask the Analyst: What's Next for Programmatic Advertising?
	11:15 a.m.	20/20: Selling the Stack — Drive Marketing Success Through Martech Advocacy	An Inescapable Evolution: Building a Seamless B2B Journey for Digital Buyers	It's in the Numbers: Key Findings From Gartner's 2018 Marketing Analytics Survey	20/20: How Sonos Leverages Emerging Trends and Technologies to Maximize Business Results	20/20: Mastering the Mandate of the Modern CMO		Roundtable: The Marketing Budget Challenge — Tone Your Financial Planning Muscle
	12:00 p.m. Attendee Lunch and Solution Showcase Dessert Reception							
	12:30 p.m. Magic Quadrant Theatre Session Content Marketing Platforms (12:30 – 12:50 p.m.)							
	2:15 p.m.	Clarity From Chaos: Making Sense of the Agency and Service Provider Landscape	Multichannel Marketing: Advancing the Connected Conversation	Does It Work? Measuring Brand Health in a Performance-Driven World	20/20: Five Ways AI Will Transform Marketing in the Next Five Years	Roundtable: Powering Your Analytics Dashboard for Winning Results (2:15 – 3:15 p.m.)	Learning from China	Ask the Analyst: CX and UX — The Same, Yet Different, and Critical to Mutual Success
	3:15 p.m. Solution Provider Sessions							
4:30 p.m. Guest Keynote Embrace the Shake: Transforming Limitations Into Opportunities Phil Hansen, Artist and Author								
5:30 p.m. Solution Showcase Reception								
5:45 p.m. Magic Quadrant Theatre Session Digital Marketing Analytics (5:45 – 6:05 p.m.)								
WED May 16	6:30 a.m. Sunrise Yoga							
	7:15 a.m. Breakfast Networking Session: Women in Marketing Leadership							
	7:30 a.m. Birds of a Feather Networking Breakfast (by Industry)							
	8:30 a.m.	Winning at Tug of War: Balancing Long-Term vs. Short-Term Investments	When Marketing Takes the Lead, Will Sales Follow?	Build Your Dream Team: Vital Roles for Modern Data-Driven Marketing Organizations	Content Marketing in a Post-Text World			Ask the Analyst: Drive the Final Mile With Your Marketing Dashboards
	9:30 a.m.	20/20: The Rise of the Hybrid: How B2B2C Brands Use Digital Commerce to Sell DTC	The Customer Experience Pyramid: Build Experiences That Matter More	20/20: Creating a Modern Analytics "Marketecture" for Your Marketing Organization	The Web Is Dead. Long Live the Web	20/20: How a Digital Transformation Enabled Sonos to Take a No-nonsense Approach to Innovation	Influencer Marketing	
	10:30 a.m. Solution Provider Sessions							
	11:30 a.m.	DAM: What It Is, Why You Need It and How to Find the Right Solution	20/20: The Future of Marketing Is Personal	Building a Content Marketing Measurement Model That Works	What AI Teaches Us About Being Human			Ask the Analyst: Supercharge Your Customer Experience Strategy With Mobile Data
	12:15 p.m. Attendee Lunch and Solution Showcase Dessert Reception							
	12:45 p.m. Magic Quadrant Theatre Session Multichannel Marketing Hubs (12:45 – 1:05 p.m.)							
	2:15 p.m.	From Strategy to Execution: Essential Gartner Insights for Marketing Leaders	20/20: Mobile: The Best Channel for Conversion	Master Testing and Optimization to Accelerate Your Marketing Analytics and Performance	Social Advertising Secrets of the Masters	Roundtable: How Successful CMOs Lead Transformative Change		Ask the Analyst: The Impact of Privacy and the GDPR on Personalization (2:00 p.m - 3:00 p.m.)
3:15 p.m. Solution Showcase Reception								
4:05 p.m. Magic Quadrant Theatre Session Global Digital Marketing Agencies (4:05 – 4:25 p.m.)								
3:15 p.m. Solution Provider Sessions								
4:30 p.m. Guest Keynote Smart Influence: How You Affect the Decisions, Desires and Opinions of Others Tali Sharot, Author and Professor, Cognitive Neuroscience								
5:45 p.m. Bus Departure for Off-Site Special Event								
6:00 p.m. Special Event (off-site)								
THURS May 17	7:15 a.m. Registration							
	7:30 a.m. Birds of a Feather Networking Breakfast (by Topic)							
	8:30 a.m. Solution Provider Sessions							
	9:15 a.m.	Taking Your Marketing Org. Design Game to the Next Level	Dynamic Branding: Marketing at the Nexus of Storytelling and Automation	Demystifying Customer Data Platforms	20/20: Marketing in the Fake News Era	Marketing Team 2020: Meeting Marketing's Talent Challenge		Roundtable: Customer Experience Metrics — Measure the Benefits of CX to Customers and Brands
	10:15 a.m.	Website Wins: Unlock the Potential of Your Most Powerful Marketing Medium	Delivering Success in B2B Social Marketing	The Great Divide: Bulletproofing Cultural Segmentation	Digital Titans: How to Cooperate and Compete With Google, Apple, Facebook and Amazon			
11:45 a.m. Conference Adjourns								