

### Think Big. Execute Smart. Deliver Growth.

Agenda as of February 9, 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. <b>Gartner Opening Keynote</b>						
	TRACKS	<b>A. Connecting Vision, Strategy and Execution</b>	<b>B. Beyond Knowing the Customer: Using Insight to Drive Engagement</b>	<b>C. Made to Measure: The Power of Metrics to Improve Marketing</b>	<b>D. Secrets of Marketing Mavericks and Masters</b>	<b>E. The CMO Experience</b>	Small 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		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	How Leading Brands Leverage Emerging Trends to Maximize Business Results	Mastering the Mandate of the Modern CMO	Roundtable: The Marketing Budget Challenge — Tone Your Financial Planning Muscle Ask the Analyst: Supercharge Your Customer Experience Strategy With Mobile Data (11:30 a.m. – 12:15 p.m.)
	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	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.)	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. <b>Guest Keynote Embrace the Shake: Transforming Limitations Into Opportunities</b> 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.	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 "Markecture" for Your Marketing Organization	The Web Is Dead. Long Live the Web	Talk Is Cheap: How Brands Take a No-Nonsense Approach to Innovation	
	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	The Future of Marketing Is Personal	Building a Content Marketing Measurement Model That Works	What AI Teaches Us About Being Human		
	12:15 p.m. Attendee Lunch and Solution Showcase Dessert Reception					Exclusive Networking Lunch CMO Experience (12:15 – 1:15 p.m.)	
	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	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 Innovation Change Management	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. <b>Guest Keynote Smart Influence: How You Affect the Decisions, Desires and Opinions of Others</b> 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	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. Solution Provider Sessions						
11:00 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							

Sunrise activities require preregistration.

\*Note: Workshops, Roundtables and Ask the Analyst sessions require preregistration through Events Navigator, as space is limited.