
MASB 2012 Winter Board Meeting and Summit

Housekeeping

**August 2012
Chicago**



**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Reminders

- ❑ **Decks will be made available to all attending**
 - ❑ **Guests (One Month w/Link)**
 - ❑ **Members (Forever w/Key)**

Remaining MASB Meetings 11/12*

September 13 Virtual (Summit Shakedown/Prioritization)

***2nd Thurs Each Month (12-1 ET) Except Feb & Aug Summits**

MASB Meetings 12/13*

October 12	Virtual (Plan Review/Project Review)
November 9	Virtual (Project Review)
December 13	Virtual (Project Review; Summit Preview)
January 10	Virtual (Summit Agenda Prep)
February 14-15?	2013 Winter Summit (Las Vegas)** ?
March 14	Virtual (Summit Shakedown/Prioritization)
April 11	Virtual (Plan Review/Project Review)
May 9	Virtual (Project Review)
June 13	Virtual (Project Review; Summit Preview)
July 11	Virtual (Summit Agenda Prep)
August 8-9	2013 Summer Summit (Boston)**
September	Virtual (Summit Shakedown/Prioritization)

*2nd Thurs Each Month (12-1 ET) Except Feb & Aug Summits

** Preceding AMA Educators Conference

Thank-you!

**For your commitment to MASB and to
a better future for those who follow...**



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Summit History

	<u>Dates</u>	<u>Location</u>	<u>Dir/Adv</u>	<u>Guests</u>	<u>Total</u>
Winter 08	Mar 13-14	FL Keys	8	7	15
Summer 08	Aug 14-15	Chicago	12	6	18
Summer 09*	Aug 6-7	Chicago	13	15	28
Winter 10	Mar 11-12	Chicago	15	15	30
Summer 10*	Aug 12-13	Boston	19	22	41
Winter 11*	Feb 17-18	Austin	23	10	33
Summer 11	Aug 11-12	Chicago	18	22	40
Winter 12*	Feb 16-17	St Pete FL	19	14	33
Summer 12*	Aug 16-17	Chicago	23	17	40**

** Two more requested...had to turn away

Meeting.Summit History

	<u>Dates</u>	<u>Location</u>	<u>Dir/Adv (MK)</u>	<u>Guests (MK)</u>	<u>Total</u>
TBP.Winter 07	Feb 16-17	FL Keys	7 (0)	13 (10)	20
TBP.Summer 07	Aug 16-17	Chicago	10 (0)	1 (1)	11
Winter 08	Mar 13-14	FL Keys	8 (1)	7 (3)	15
Summer 08	Aug 14-15	Chicago	12 (1)	6 (1)	18
Summer 09*	Aug 6-7	Chicago	13 (1)	15 (2)	28
Winter 10	Mar 11-12	Chicago	15 (2)	15 (3)	30
Summer 10*	Aug 12-13	Boston	19 (1)	22 (3)	41
Winter 11*	Feb 17-18	Austin	23 (3)	10 (0)	33
Summer 11	Aug 11-12	Chicago	18 (3)	22 (1)	40
Winter 12*	Feb 16-17	St Pete	19 (2)	14 (2)	33
Summer 12*	Aug 16-17	Chicago	23 (2)	17 (9)	40

* Attached to AMA EDU Conference

Attendance is less no shows & support staff

MK = Marketers in attendance beyond panel/speech