

# MASB Marketing Accountability Standards Board of the Marketing Accountability Foundation

2017 Summer Board Meeting & Summit, August 10-11 (Boston)

**10 Years**

*Setting the measurement & accountability standards that visionary leaders in Finance and Marketing rely on to guide investment decisions for enterprise value*

The Summit is a unique opportunity for MASB members and guests to network with like-minded peers, get updated on all projects, and gain a broader perspective from relevant speakers. Don't miss this chance to engage in the process, help shape the agenda, lead the accountability transformation, and celebrate our 10<sup>th</sup> anniversary.

**Day 1 (Thursday): *schedule subject to change***

**THE MASB VISION: 10 YEARS LATER, HOW ARE WE DOING?**

In August 2007, MASB was established as an independent, cross industry, not-for-profit standards setting body. On this, our 10<sup>th</sup> Anniversary, we will review where we stand on the Vision, Mission, and Plans.

**THE JOURNEY: CONTINUOUS IMPROVEMENT IN RETURN PROJECT (CIR)**

Objective: Create a Marketing Accountability process and roadmap of the elements required for Continuous Improvement in Return from marketing activities. Project review and general discussion.

**PANEL A: 1<sup>st</sup> STEP OF GOVERNANCE: FINANCE & MARKETING WORKING TOGETHER**

Marketer representatives will weigh in regarding their accountability journey, how marketing & finance are organized & working together, what they've accomplished, the barriers, and wish list for further success.

**PANEL B: STATUS ON CIR PROCESS ROADMAP & ASSESSMENT**

Marketer representatives will discuss their experiences and progress related to the other 12 Science and Governance components of the Continuous Improvement Roadmap and assessment.

**STUDY RESULTS: MARKETING'S IMPACT ON FIRM VALUE (META-ANALYSIS)**

**KEYNOTE: BRINGING "BRAND" INTO THE BOARDROOM**

**IMPROVING FINANCIAL REPORTING PROJECT (IFR)**

Objective: Ensure that MASBs "generally accepted brand investment and valuation standards" are at the table for the reporting of both acquired and internally developed brands. Project review and general discussion.

**STUDY RESULTS: BRAND VALUE AS % OF MARKET CAP**

**BRAND INVESTMENT & VALUATION PROJECT (BIV) PHASE II**

Objective: Identify the Drivers of Brand Preference/Choice and thus Brand Value. Team leaders will present what is known about the Drivers, with practice implications and case studies, while guiding a general discussion.

**BRAND EVALUATION STANDARDS PROJECT (BES)**

Objective: Collaborate w/ANSI & ISO to influence the ISO Brand Evaluation Standards such that the MASB BIV standards will be applied globally. Project review and general discussion.

**STUDY RESULTS: BRAND VALUE IS NOT A TAXATION ISSUE**

**FINANCE IN MARKETING COURSE DESIGN PROJECT (FMC)**

Objective: Make it easy for instructors to teach the application of financial principles and metrics to marketing by providing a syllabus with supporting materials for higher education instructors. Project review & discussion.

**Day 2 (Friday): *schedule subject to change***

**MARKETER NETWORKING BREAKFAST**

**MEASURING CROSS MEDIA: ESPN**

**VALIDATING SOCIAL MEDIA BUSINESS IMPACT: TBD**

**METRIC CATALOG PROJECT (MMC):** Update on Metrics having undergone the MMAP Audit

**LEVERAGING AUDIT RESOURCES:** Update on discussions between MASB & Media Ratings Council (MRC)

**MEASURING WORD OF MOUTH: TBD**

**COMMON LANGUAGE DICTIONARY (CLD):** Project Status

**When:** August 10 (9 AM) – August 11 (Noon) including dinner, Thursday evening

**Where:** The Colonnade Hotel, 120 Huntington Avenue, Boston MA

**To reserve your seat** and make hotel reservations, please email [karencrusco@theMASB.org](mailto:karencrusco@theMASB.org).