

Welcome to the Summer 2017 MASB Board Meeting & Summit

10 Year Anniversary

Frank Findley
MASB Executive Director

August 2017
Boston



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Welcome All!

- **MASB Directors**
- **MASB Advisors**
- **Foundation Trustees**
- **MASB Reps**
- **Guests**

Announcements...

New Member



Conference WIFI



- **Network:** Colonnade_Conference
- **Password:** events2017

Advisory Council Meeting (Here @ 5PM)

- Neil Bendle (Chair)
- Greg Banks
- Edgar Baum
- Jeff Bezzo
- Bobby Calder
- Emanuel De Luca
- Sunil Garga
- Tom Gruca
- Craig Gugel
- Dominique Hanssens
- Art Klein
- Chris Kuist
- Allan Kuse
- Michael Moore
- Kathy Newton
- David Reibstein
- Mollie Rosen
- Joanna Seddon
- Greg Silverman
- Frank Findley (Admin)

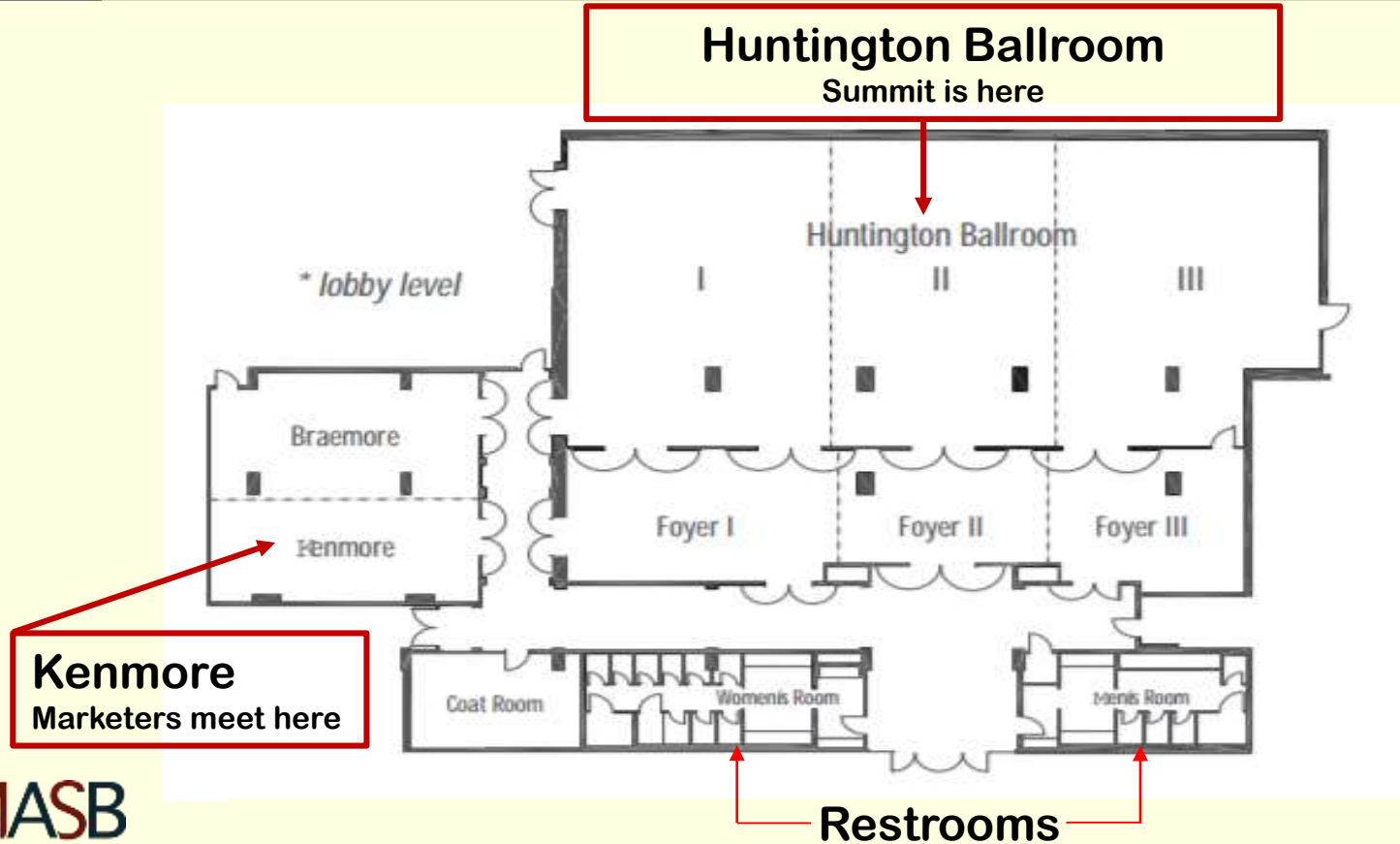
Cocktails & Dinner (In Hotel @ 6:30 PM)



Marketer Networking Breakfast (Kenmore @ 8 AM)

- MillerCoors
- General Motors
- PepsiCo
- ESPN
- SC Johnson
- Aetna

Locations of Sessions



10th Anniversary Sound-Bites

Erich will be conducting quick video testimonials during lunch and the breaks in front of banner.

Please be prepared to complete these sentences:

- “Marketing Accountability matters because...”
- “MASB is important for Marketing Accountability because...”

Final Notes...

- Decks will be available on MASB website (via email link)
- 45 Minute Lunch (~12:30)
- 15-minute breaks (~ 11:00 & 3:20)
- Need help? See our gracious hostesses

Thank-you!



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