



## 2018 Winter Board Meeting & Summit, February 22-23 (New Orleans)

MASB is validating marketing's contribution to growth. Join key leaders and influencers as we put the marketing accountability spotlight on **DIGITAL ADVERTISING** and **BRAND SPONSORSHIP METRICS**, with reports on our innovative projects and *The Forbes Marketing Accountability Initiative powered by MASB*. Start your marketing accountability journey at Winter Summit.

### Day 1 (Thursday):

#### FORBES CMO MARKETING ACCOUNTABILITY REPORT 2017

Lays out Practical & Profitable Actions to Create More Value and finds MASB ready to serve

#### CIR PHASE I UPDATE w/BREAKOUT SESSION

#### QUANTIFYING THE CONTRIBUTION OF BRAND TO ENTERPRISE VALUE

Identifying the Drivers of Brand Preference/Choice and thus Brand Value

#### COMMON LANGUAGE MARKETING DICTIONARY

Project Overview & Status, Q&A

#### ESTABLISHING A CONSENSUS SCORECARD FOR SUCCESS (MASB CIR, IFR, BES)

#### PANEL: RESPONDENT SAMPLE QUALITY

#### KEYNOTE: MARKETING ACCOUNTABILITY IN A DIGITALLY DRIVEN WORLD

#### PANEL: DIGITAL "CROSSFIRE"

Differing perspectives on digital truths

#### FINANCE IN MARKETING COURSE (FMC) PROJECT

Project Overview & Status, Q&A

### Day 2 (Friday):

#### CIR NEXT STEPS

#### PANEL: SPONSORSHIP ACCOUNTABILITY OVERVIEW

#### SPONSORSHIP ACCOUNTABILITY

#### MMAP METRIC CATALOG/MRC LEVERAGING AUDIT RESOURCES

Project Overview & Status, Q&A

**When:** February 22 (9 AM) – February 23 (Noon) including dinner Thursday evening  
(AMA Academic Conference starts Friday, 12pm)

**Where:** The Sheraton Hotel, 500 Canal Street, New Orleans LA.

**Reserve your seat** at the table by emailing [karencrusco@theMASB.org](mailto:karencrusco@theMASB.org) or [frankfindley@theMASB.org](mailto:frankfindley@theMASB.org). To offset meeting costs, there is a \$950 registration fee for guests, \$795 for members and \$595 for directors & advisors.