2018 Summer Board Meeting & Summit • August 9 - 10 • Boston

MASB is powering The Forbes Marketing Accountability Initiative to validate marketing’s contribution to growth. Marketing practitioners, academics and measurement experts are gathering to collaborate with peers and receive briefings on standards-setting projects, member-defined research and education programs. *Agenda subject to change:*

**Day 1 (Thursday):**

**NEW ISO STANDARD 20671 – MARKETERS’ GOLDEN TICKET**

**FEATURED PRESENTATION: HOW SUCCESSFUL MARKETERS ACCOUNT FOR MARKETING’S VALUE**
Laura Patterson, President, VisionEdge Marketing

**MEMBER SPOTLIGHT: TBA**

**DIGITAL MARKETING ACCOUNTABILITY** - Charles Cantu, Digital Marketing Guru

**COMMON LANGUAGE MARKETING DICTIONARY REPORT**

**MMAP METRIC CATALOG PROJECT REPORT** - Karen Ebben, Global Marketing Impact

**MMAP AUDIT RESULTS: KANTAR MILLWARD BROWN**

**MEMBER SPOTLIGHT: John Gaski, University of Notre Dame**

**CONTINUOUS IMPROVEMENT IN RETURN PROJECT REPORT**

**FINANCE IN MARKETING COURSE PROJECT REPORT** – Neil Bendle, Ivey Business School

**IMPROVING FINANCIAL REPORTING PROJECT** – Neil Bendle, Ivey Business School

**BRAND INVESTMENT & VALUATION PROJECT REPORT** – Frank Findley, MASB

**PROGRESS ON THE MARKETING ACCOUNTABILITY JOURNEY** – Tony Pace, MASB

**IN APPRECIATION: MEG HENDERSON BLAIR** – Frank Findley & Erich Decker-Hoppen, MASB

**Day 2 (Friday):**

**NETWORKING BREAKFAST with CMO PANEL**
(Hosted by the Forbes Marketing Accountability Initiative powered by MASB)

**FEATURED INTERVIEW: THE ACCOUNTABLE CMO** - Denise Karkos, CMO, TD Ameritrade

**THE MARKETING ACCOUNTABILITY AGENDA** – Stephen Diorio, Forbes CMO Practice

**SPONSORSHIP ACCOUNTABILITY METRICS PROJECT REPORT** -
Karen Ebben, Global Marketing Impact, and Bill Duggan, Association of National Advertisers

**SPONSORSHIP METRICS OVERVIEW**

**MEMBER SPOTLIGHT:** Bobby Calder, Kellogg School, Northwestern University

*When: August 9 (8 AM) – August 10 (Noon) including dinner Thursday evening*

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

To reserve your seat at the table, email frankfindley@theMASB.org. To offset meeting costs, there is a $950 registration fee for guests, $795 for members and $595 for directors & advisors.