

Agenda – Thursday Morning

- 8:30 WELCOME & ANNOUNCEMENTS
- 8:40 INTRODUCTIONS & CHARGE
- 9:00 NEW ISO STANDARD 20671–MARKETERS’ GOLDEN TICKET
- 9:30 FEATURED PRESENTATION: HOW SUCCESSFUL MARKETERS ACCOUNT FOR MARKETING’S VALUE - PATTERSON
- 10:15 MEMBER SPOTLIGHT – CHRISTENSEN & LEONARD
- 10:30 Networking Break
- 10:45 DIGITAL ACCOUNTABILITY
- 11:15 MMAP METRIC CATALOG (MMC) PROJECT
- 11:35 KANTAR MILLWARD BROWN MMAP RESULTS
- 12:00 Lunch

Agenda – Thursday Afternoon

- 1:00 COMMON LANGUAGE MARKETING DICTIONARY (CMD) PROJECT
- 1:30 MEMBER SPOTLIGHT - GASKI
- 1:45 CONTINUOUS IMPROVEMENT IN RETURN (CIR) PROJECT
- 2:15 FINANCE IN MARKETING COURSE (FMC) PROJECT
- 2:30 IMPROVING FINANCIAL REPORTING (IFR) PROJECT
- 2:45 BRAND INVESTMENT AND VALUATION (BIV) PROJECT
- 3:15 Networking Break
- 3:45 PROGRESS ON THE MARKETING ACCOUNTABILITY JOURNEY
- 4:15 IN APPRECIATION: MEG BLAIR
- 5:00 ADVISORY COUNCIL & MAF TRUSTEES MEETINGS
- 6:30 Cocktails & Dinner

Agenda – Friday Morning

- 8:00 NETWORKING
- 8:30 CMO PANEL & POST PANEL NETWORKING
- 9:15 FEATURED INTERVIEW: THE ACCOUNTABLE CMO - KARKOS
- 10:00 THE MARKETING ACCOUNTABILITY AGENDA
- 10:20 Networking Break
- 10:30 SPONSORSHIP ACCOUNTABILITY METRICS (SAM) PROJECT
- 10:55 OVERVIEW OF SPONSORSHIP METRICS PART A: SPONSORIUM & PART B: HOOKIT
- 11:40 MEMBER SPOTLIGHT - CALDER
- 11:55 HOUSEKEEPING, ANNOUNCEMENTS & ADJOURN