Tuesday, February 26, 7:30 am – 6:00pm
Registration & Continental Breakfast (7:30 - 8:00am)
Welcome and Announcements / Introductions and Charge
The Year in Marketing Accountability: Objectives
FEATURED PRESENTATION: Evan Greene, CMO The Recording Academy
CUSTOMIZING SPONSORSHIP ASSETS TO MAXIMIZE MARKETER RETURN
MEMBER SPOTLIGHT – Bobby Calder
The Northwestern University marketing professor and chair of ISO Technical Committee 289 will propagate the ISO Brand Evaluation/Valuation Standards.
ISO TC289 BRAND EVALUATION & VALUATION
Lunch (11:30am - 12:30pm)
DIGITAL ACCOUNTABILITY FINDINGS & PANEL DISCUSSION
Is Logfile Visibility Essential for Digital Accountability?
BLAIR AWARD FOR MARKETING ACCOUNTABILITY — Introducing new award
SPONSORSHIP ACCOUNTABILITY METRICS RESULTS and CASE STUDIES
MMAP METRIC CATALOG ENHANCEMENTS/METRIC CERTIFICATION AWARDS
EMERGING ISSUES INTERACTIVE SESSION
A vibrant discussion on the pressing issues facing brand owners and marketers today. Attendees will help prioritize the marketing accountability agenda.
Cocktails (5:30pm) and Dinner (6pm) - Donovan’s Steak & Chop House

Wednesday, February 27, 8 am – Noon
Registration & Continental Breakfast (7:30 - 8:00am)
NETWORKING SESSION
hosted by The Forbes Marketing Accountability Initiative powered by MASB
THE MARKETING VALUE CHAIN
Stephen Diorio, Forbes CMO Practice, MASB Fellow
CMO PANEL/CMO SPOTLIGHT
Top marketing executive views on emerging technologies and other hot topics.
FINANCE IN MARKETING COURSE VIDEO SCREENING
Top experts from around the world share their insights into numerous marketing topics in this new series of educational videos.
CONTINUOUS IMPROVEMENT IN RETURN LITE— Presentation and Readout
An exciting new version of the CIR assessment using key science and governance elements to benchmark progress on the marketing accountability journey.

When: Feb 26 (8am—6pm plus dinner) & Feb 27 (8am—Noon)
Where: Hilton San Diego Bayfront, 1 Park Blvd, San Diego CA
To reserve your seat at the table, email frankfindley@theMASB.org