



Marketing Accountability Standards Board

2019 Winter Board Meeting & Summit • Feb 26-27 • San Diego

2019 is The Year of Brand Valuation – Learn How This Benefits All Marketers

PROGRAM *(subject to change)*

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.



The GOLDEN TICKET for MARKETERS



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