

Welcome to Day One of the MASB Board Meeting & 2019 Summer Summit

Frank Findley
MASB Executive Director

August 2019
Chicago



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Conference WIFI

THE **BLACKSTONE**

AUTOGRAPH COLLECTION®
HOTELS

**Blackstone Meeting Room
High Speed Internet Access**

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You will be redirected to the Log in Page

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Enter the password when prompted: **AUTOGRAPH**

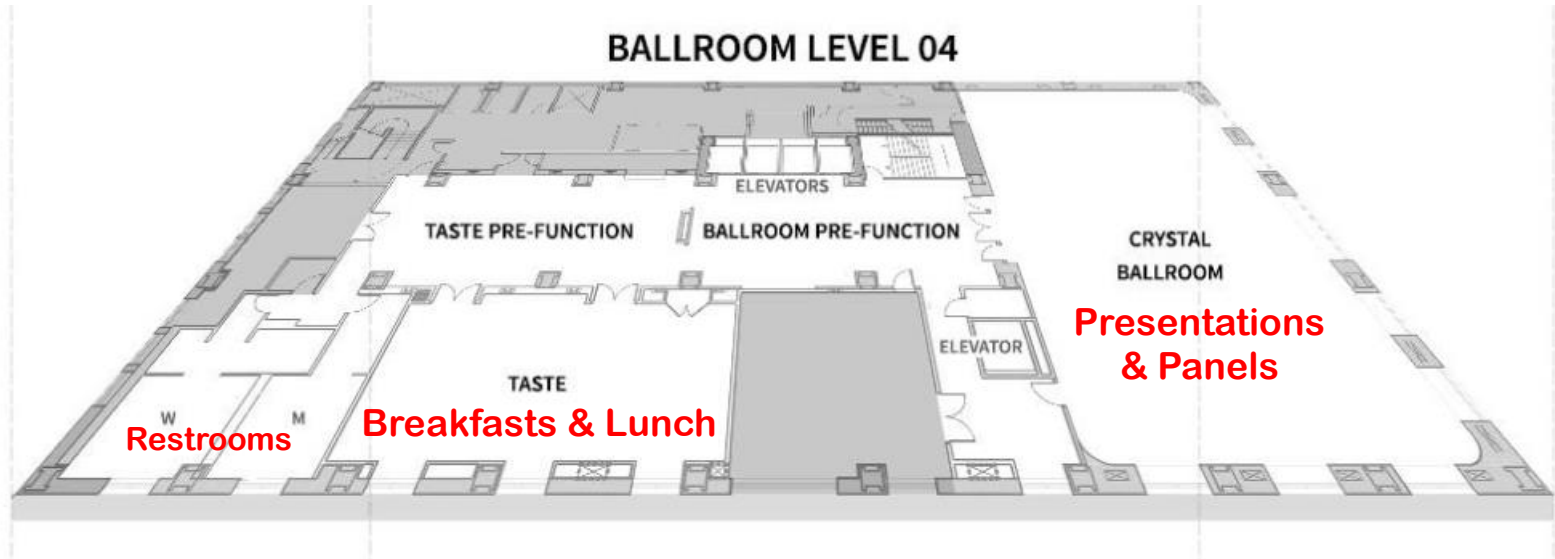
Password is case sensitive

Welcome All!

- **MASB Directors**
- **MASB Advisors**
- **Foundation Trustees**
- **MASB Reps**
- **Forbes CMO Practice**
- **Guests**

Announcements...

Locations of Sessions



Overview of Today's Program

■ Morning

- Introduction and Charge
- *Carpe Brand!* Brand Value is Material
- Spotlight: Kevin Lane Keller
- AI and The Magic Customer Creating Machine
- Spotlight Panel: Northwestern Mutual Data Science Institute

■ Afternoon

- Marvel Infinity Quest: Making Multi-Billion Dollar Blockbusters
- ISO TC289 – Brand Evaluation and Valuation
- Modern Marketing Reality
- Spotlight Panel: Journey to Financial Measurement of Sponsorships
- Joseph Plummer Trailblazer & Blair Marketing Accountability Awards

Break times

- 20 Minute Networking break (~ 10:00)
- 60 Minute Lunch (~12:00)
- 20 Minute Networking break (~ 3:00)

Optional Remembrance @ 5:00 PM

An Appreciation: Margaret Henderson Blair Marketing Science Pioneer and Founder of MASB

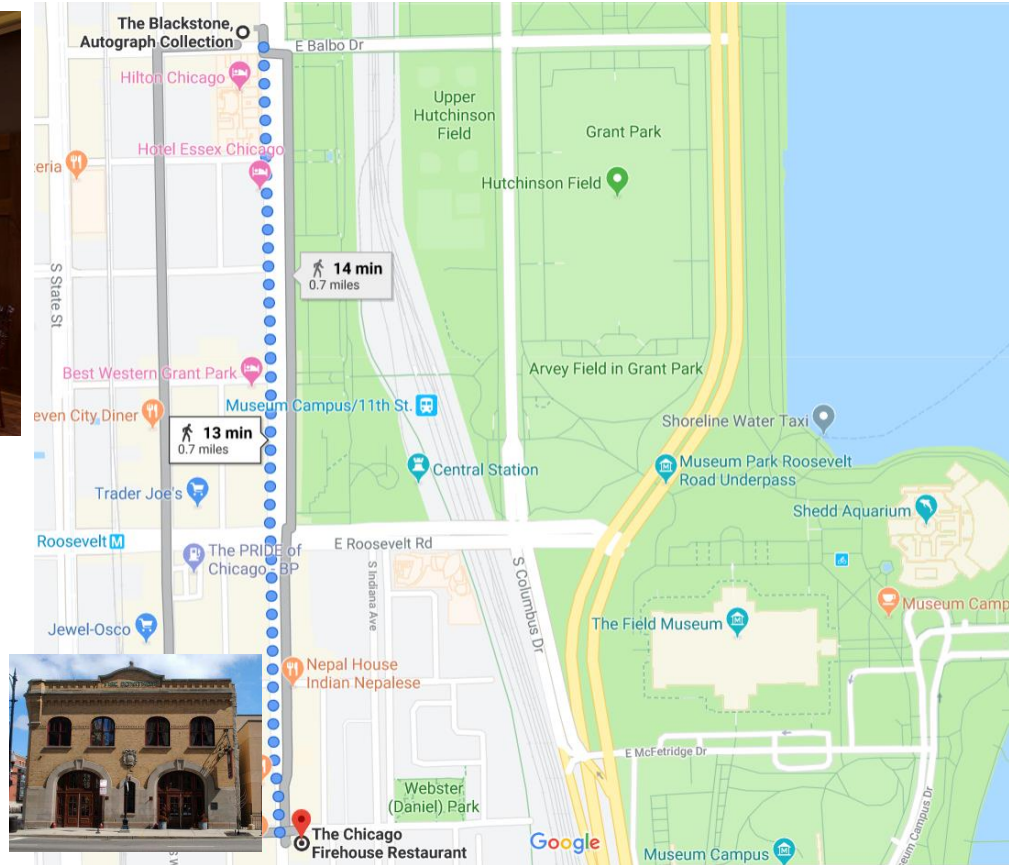


Margaret (Meg) Henderson Blair (1943–2018)

Cocktails & Dinner @ 5:45 PM/6:45 PM



**The Chicago Firehouse
Restaurant**
1401 S Michigan Avenue
Phone: 312-786-1401



Your chance to be a star!

- Erich is filming short video interviews with attendees
- Two questions:
 - What does *Carpe Brand!* mean to you?
 - What was your major take-away from today's session?

Final Notes...

- Please signal for a microphone for questions – we want to hear from you!
- Decks will be available on MASB website (via email link)
- [#MASBSummit](#)

Thank-you!



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