Thursday, August 8, 7:30 am – 5:00pm CT
Registration & Continental Breakfast (7:30 - 8:30am)

Welcome and Agenda Overview  Frank Findley, MASB Executive Director

Introductions and Charge  David Stewart, MAF Trustee & MASB Chair

Carpe Brand—Brand Is Material  Tony Pace, MASB President & CEO

SPOTLIGHT: Kevin Lane Keller
E.B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College

AI and the Magic Customer-Creating Machine  Will Thompson, VP Thought Leadership, Forbes

PANEL: Northwestern Mutual Data Science Institute
Keri McConnell, Director; Purush Papatla, NMDSI Co-Director/MASB Director

Lunch (12:00 pm - 1:00pm)

Marvel Infinity Quest—Making Multi-Billion Dollar Blockbusters
Pamela Forbus, Senior Vice President, Consumer Analytics, Insights & CRM at The Walt Disney Studios

Digital Accountability Discussion

ISO-TC289 Brand Evaluation and Valuation  Bobby Calder, Kellstadt Professor of Marketing, Kellogg School of Management, Northwestern University, MASB Advisor; Findley

Modern Marketing Reality  Christian Gradlmuller, VP Global Commercialization, SC Johnson

Networking Break

PANEL: Journey to the Financial Measurement of Sponsorships
Hugo Lagarda, Manager, Strategic Partnerships, BBVA; Ken Valdeserri, Sponsorship Expert

Joseph Plummer MASB Trailblazer Award  Joe Plummer, MASB Trustee/Director Emeritus; Pace

Inaugural Margaret H. Blair Award for Marketing Accountability  Neil Bendle, MAC Chair

Meg Blair Tribute—Marketing Science Pioneer  Findley, Erich Decker-Hoppen, MASB DOC

Cocktails (5:45 pm) and Dinner (6:45 pm)
Chicago Firehouse Restaurant, 1401 S Michigan Ave (0.7 miles South)

NOTES:
Summit Attire is Business Casual
WI-FI Available in Guestrooms NOT Ballroom
Friday, August 9, 7:30 am – Noon

Registration & Continental Breakfast (7:30 - 8:00am)

**Brand Value Briefing**  Stephen Diorio, *Forbes Marketing Accountability Initiative*, MASB Fellow; David Reibstein, Woodside Professor of Marketing, *The Wharton School*

**Sponsorship Accountability Guidance**  Henrik Christensen, MASB Advisor

**MMAP Metric Catalog Enhancements**  Karen Ebben, President, *Global Marketing Impact*; MASB Director

**Continuous Improvement in Return**  Jim Meier; MAF Trustee

**Networking Break**

**Common Language Marketing Dictionary—Top Terms from Past Six Months**  John Gaski, Associate Professor of Marketing, *University of Notre Dame*; Decker-Hoppen

**Finance in Marketing Instruction Library**  Neil Bendle, Associate Professor of Marketing, *Ivey Business School*

**Brand Investment & Valuation / Improving Financial Reporting**  Stewart, Findley

**Brand Value—The Final Frontier**  Pace

**Housekeeping, Announcements and Adjournment**  Findley

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*Marketing Accountability Standards Board*

2019 Summer Board Meeting & Summit

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