



Marketing Accountability Standards Board

2019 Summer Board Meeting & Summit

August 8 - 9 • Blackstone Hotel-Crystal Ballroom • Chicago

Carpe Brand!

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 Gradmuller, 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

Marketing Accountability Standards Board 2019 Summer Board Meeting & Summit

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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