

# Welcome to Day One of the MASB Board Meeting & 2020 Winter Summit

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MASB Executive Director

February 2020  
New York



Marketing Accountability Standards Board  
of the Marketing Accountability Foundation

**Union League Club 2<sup>nd</sup> Floor**  
**No Password**

# Welcome All!

- **Foundation Trustees**
- **MASB Directors**
- **MASB Advisors**
- **MASB Member Representatives**
- **Forbes CMO Practice**
- **Guests**

**Announcements...**

# Locations of Sessions

- **Wednesday Session – Lincoln Room 2<sup>nd</sup> Floor**
- **Wednesday Reception – Library 2<sup>nd</sup> Floor**
- **Thursday Session – Mary Murray Room 4<sup>th</sup> Floor**
- **Thursday Post Meeting Networking - Wells Room 3M Level**

# Times

## Wednesday

- 20 Minute Break (~ 3 PM)

## Thursday

- 20 Minute Break (~ 10 AM)
- 60 Minute Lunch (~12 Noon)
- 20 Minute Break (~2 PM)

# Final Notes...

- Please signal for a microphone for questions – we want to hear from you!
- Presentations will be available on MASB website after event (via email link)
- Updated Summit Attendee bios available at [themasb.org/events](https://themasb.org/events)
- [#theMASB](#) for tweets and posts

# Thank-you!



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