

MASB Board Meeting & 2021 Fall Summit

President Update on Marketing Accountability

David W. Stewart

Emeritus President's Professor of Marketing and
Business Law at Loyola Marymount
& MASB Chair

Marketing Accountability Standards Board
of the Marketing Accountability Foundation

November 11, 2021



Welcome All!

- **Foundation Trustees**
- **MASB Directors**
- **MASB Advisors**
- **MASB Member Representatives**
- **MASB Fellow**
- **Guests**

Newest MASB Marketer Members



Pernod Ricard

&

CROHN'S & COLITIS
FOUNDATION



MASB: Where Marketing Activities Meet Financial Return

Founded in 2007, the Marketing Accountability Standards Board brings visionary marketers, top academics and leading measurement providers together to establish and advance accountable marketing practices that drive brand and business growth by linking marketing activities to financial outcomes.



Hold the Dates: MASB Spring Summit 2022

Tentatively Thursday April 7 & Friday April 8

Location TBD



Today's Agenda

- **President Update on Marketing Accountability (Tony Pace)**
- **Spotlight Interview with Steve Micolo**
- **Sponsorship Accountability Panel: NIL+I: Were Early Movers Rewarded? What are the early best practices?**
- **The Blair Award for Marketing Accountability Presentation**
 - Luncheon (break for remote attendees) -
- **Digital Marketing Accountability: Targeting**
- **CMO Role, Deliverables, and Tenure: Conversation with Stephen Diorio, MASB Fellow**
- **Group Discussion/Readout (CMO Role)**
- **Networking Social**

Thank-you!



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