

# MASB Board Meeting & 2022 Spring Summit

## BRIEF ANNOUNCEMENTS

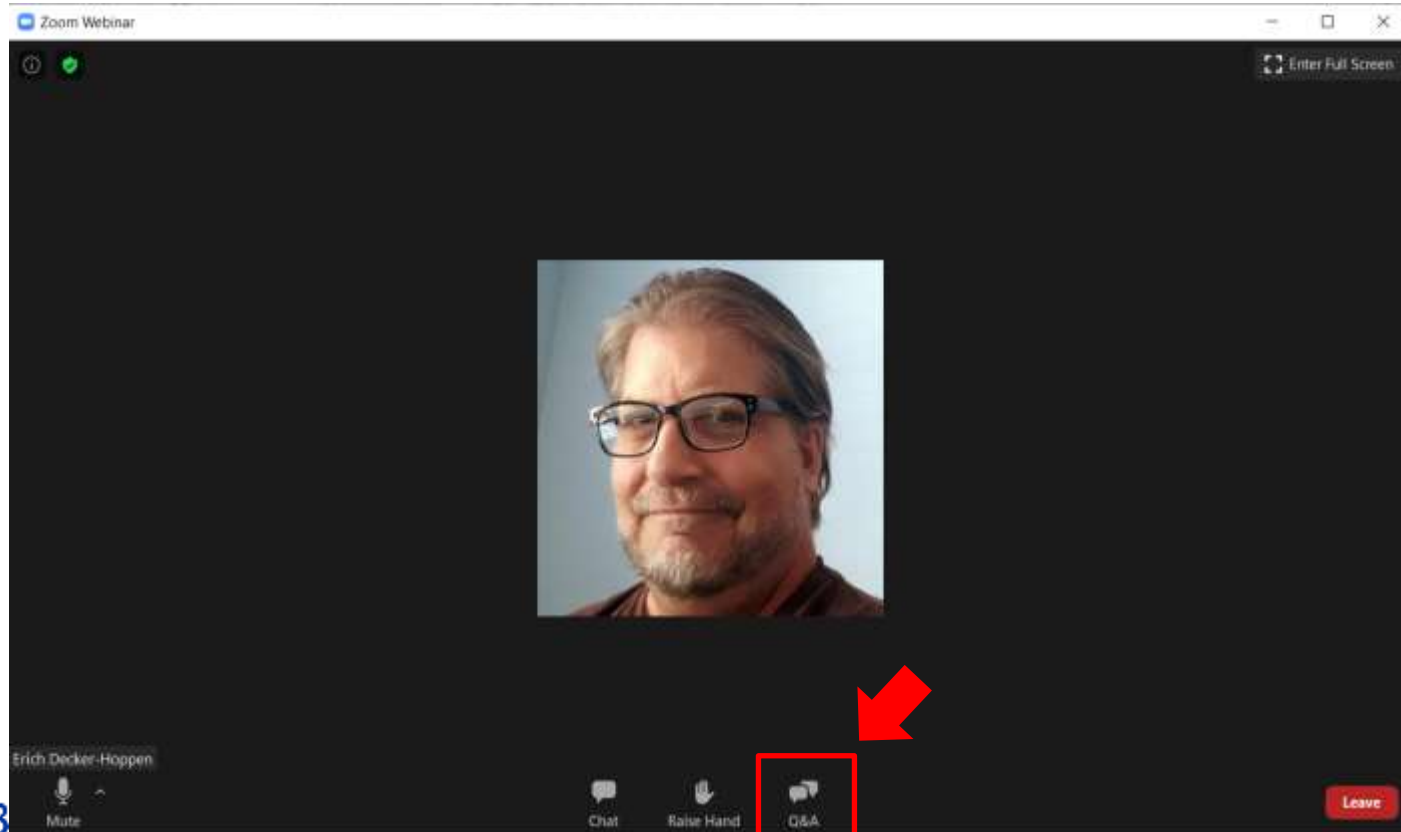
**Frank Findley**  
Executive Director, MASB

**April 7, 2022**

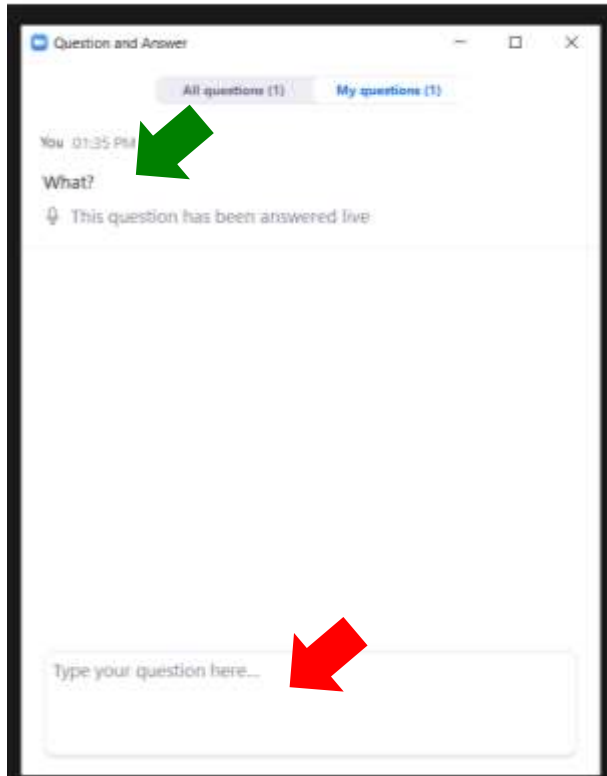
**Marketing Accountability Standards Board**  
of the Marketing Accountability Foundation



# Click **Q&A** to bring up question submit screen



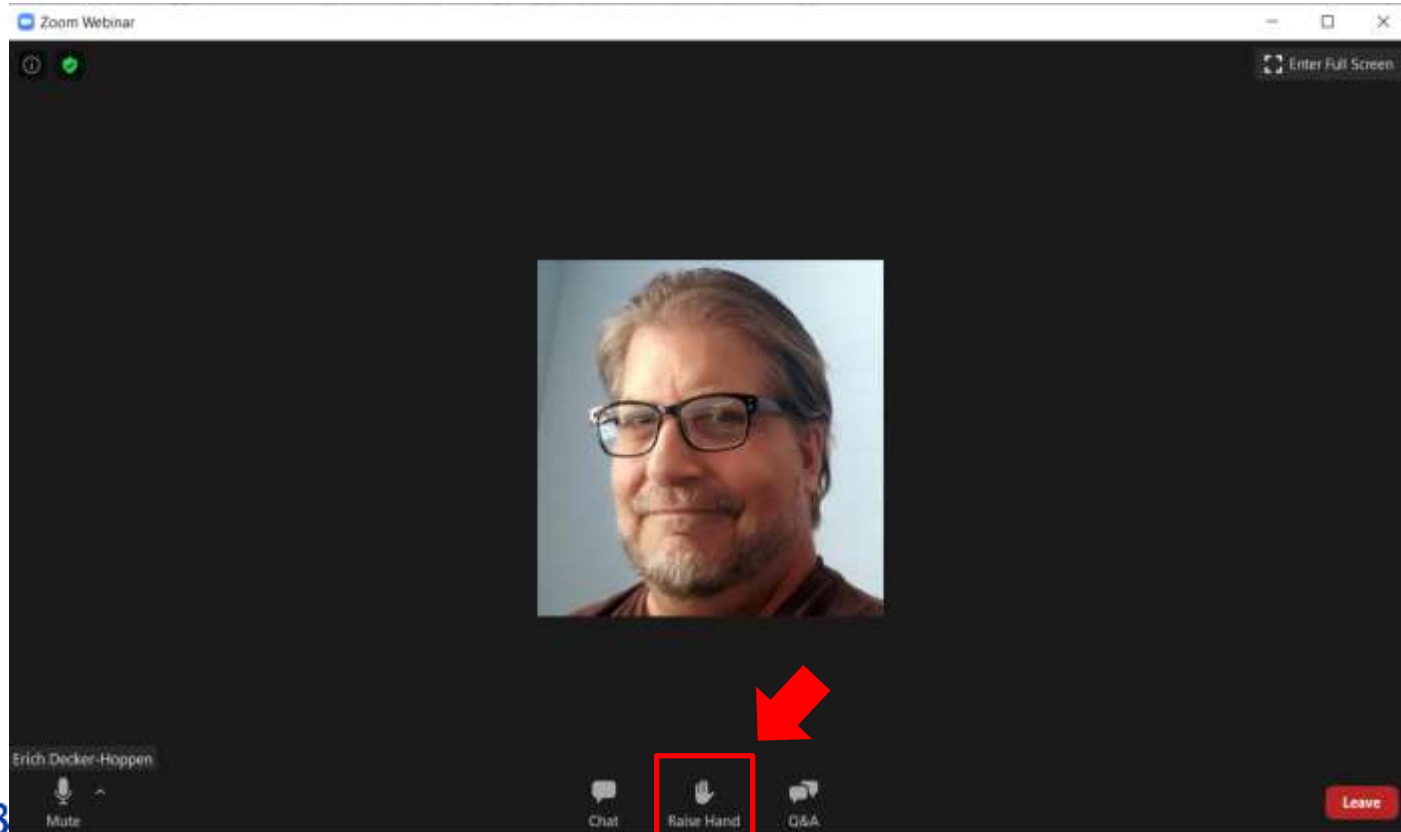
# Enter question in box, it will queue till answered



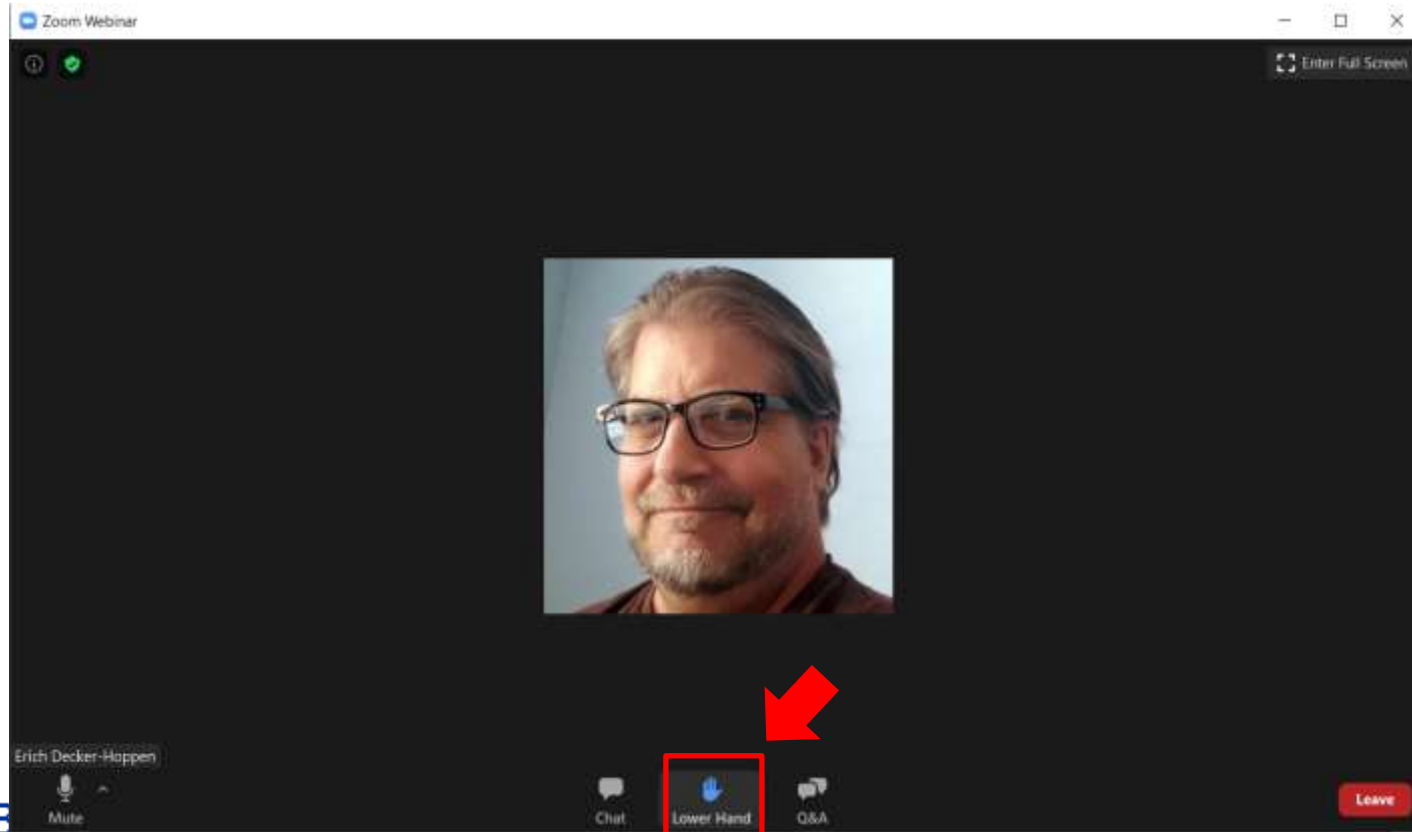
Questions can be submitted by box at any time during the session.

The moderator will then read the question to the panel/speaker in the Q&A session.

# Click **Raise Hand** to ask to be unmuted in Q&A



# Click **Lower Hand** if no longer needed



# MASB on Social Media

## LinkedIn

- Follow MASB company page: [linkedin.com/company/2910876/](https://www.linkedin.com/company/2910876/)
- Join Marketing Accountability Forum: [linkedin.com/groups/12003212](https://www.linkedin.com/groups/12003212)

## Twitter

- Follow @themasb1

## YouTube Channel

- [youtube.com/c/masbmarketingaccountabilitystandardsboard](https://www.youtube.com/c/masbmarketingaccountabilitystandardsboard)

## MASB FINANCE in MARKETING Library

- [themasb.org/finance-in-marketing-library/](https://themasb.org/finance-in-marketing-library/)

# Some Announcements

- **Decks are available to all attending**
  - **Guests (for one month – link will be emailed)**
  - **Members (forever – on Members-only Summit pages)**
  - **Select summit video excerpts will be posted on the MASB YouTube channel**
- **You will receive a follow-up survey on today's session via email**
  - **We appreciate your candid feedback and suggestions!**

# Afternoon Agenda

- **Designing a Better CMO Role (Steve Diorio, The Revenue Enablement Institute, Kimberly A. Whitler, Frank M. Sands Sr. Associate Professor of Business Administration, University of Virginia Darden School of Business)**
- **MASB Digital Accountability Project Team Report (Kevin Richardson, External Consultant, Nielsen Plan & Optimize)**
- **Finance in Marketing Education: Resources for Academics & Professionals (Erich Decker-Hoppen, MASB; Frank Findley MASB)**
- **Financial Value of Brands Group Discussion on European Financial Reporting Advisory Group Intangibles Recommendation (Neil Bendle, Associate Professor of Marketing, University of Georgia)**



# Thank-you!



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