

Welcome to Day One of the MASB 2022 Fall Summit

Frank Findley
MASB Executive Director

October 13, 2022
New York

Welcome All!

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

Announcements...

Columbia University
No Password

MASB on The Internet

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

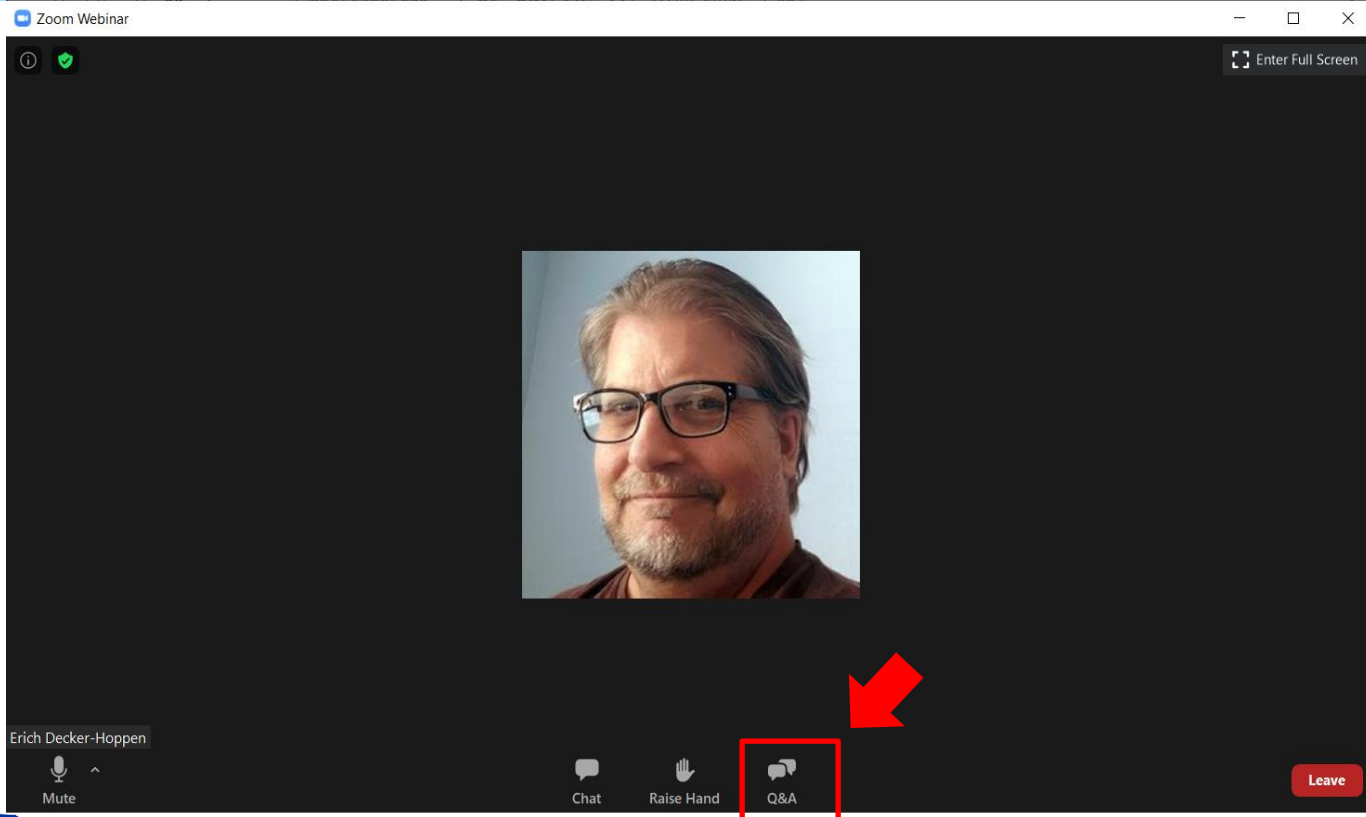
YouTube Channel

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

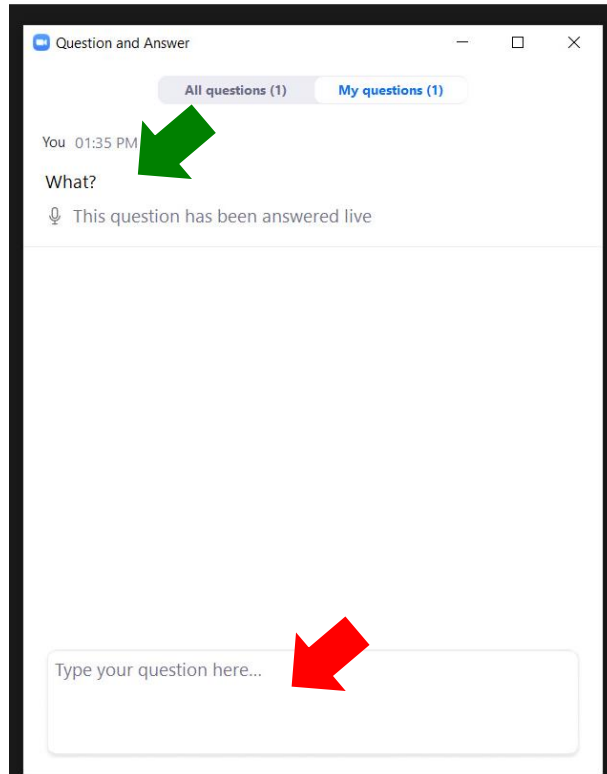
MASB FINANCE in MARKETING Library

- themasb.org/finance-in-marketing-library/

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.

Locations of Sessions

- **Thursday Morning – Kravis Room 880**
- **Luncheon – Kravis Room 830**
- **Thursday Afternoon Session – Kravis Room 880**
- **Thursday Reception – Geffen 320A**
- **Friday Morning – Kravis 880**

Thursday Morning Agenda

- **MASB VISION (Joanna Seddon, Presciant & MASB)**
- **MASB PROJECT REPORT: SPONSORSHIP ACCOUNTABILITY METRICS (Karen Ebben, Global Marketing Impact)**
- **SPONSORSHIP ACCOUNTABILITY: A CASE STUDY OF SUCCESS (Alfredo Troncoso, Kantar)**
- **JOSEPH PLUMMER MASB TRAILBLAZER AWARD (Joseph Plummer, MASB Founding Director Emeritus & Ebben)**
- **MARGARET H. BLAIR AWARD FOR MARKETING ACCOUNTABILITY (Seddon, MASB)**

Thursday Afternoon Agenda

- **MARKETING AND FIRM VALUE (Shuba Srinivasan, Boston University)**
- **MASB PROJECT REPORT: THE COMMON LANGUAGE MARKETING DICTIONARY (Findley, MASB)**
- **MASB PROJECT REPORT: FINANCIAL VALUE OF BRANDS & ISO TC289 BRAND EVALUATION STANDARDS (Jim Meier, Molson Coors & Findley, MASB)**
- **MARGARET H. BLAIR AWARD FOR MARKETING ACCOUNTABILITY (Neil Bendle, University of Georgia)**
- **REMEMBRANCE FOR TONY PACE**

Friday Morning Agenda

- **PANEL DISCUSSION – CMO ROLE (Ebben and Guests Sarah Colamarino, former Vice President Corporate Brand Equity for J&J & Ian Duncan, former Chief Brand Officer for PwC)**
- **WORKING SESSION – MASB COMMUNICATION (Seddon)**
- **EMERGING ISSUE – CUSTOMER FRANCHISE: WHERE WE ARE AND WHAT SHOULD MASB DO? (Neil Bendle, University of Georgia)**

Note: Online participants will receive a new link & passcode via email to join Friday.

Thursday Break Times (approximate)

Morning

- 10 Minute (10:20 AM)

Luncheon

- 65 Minute (11:55 AM)

Afternoon

- 15 Minute Break (2:55 PM)

Some Final Notes...

- **Please signal for questions – we want to hear from you!**
- **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 via email**
 - **We appreciate your candid feedback and suggestions!**

Special Thank You to Our 2022 Fall Summit Host



Columbia Business School

AT THE VERY CENTER OF BUSINESS™

Kinshuk Jerath, Columbia Business School



- Arthur F. Burns Professor of Free and Competitive Enterprise
- Professor of Business in the Marketing Division
- Chair of the Marketing Division

Thank-you!