

Welcome to Day Two of the MASB 2022 Fall Summit

Frank Findley
MASB Executive Director

October 14, 2022
New York

Welcome All!

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

Announcements...

Columbia Business School
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

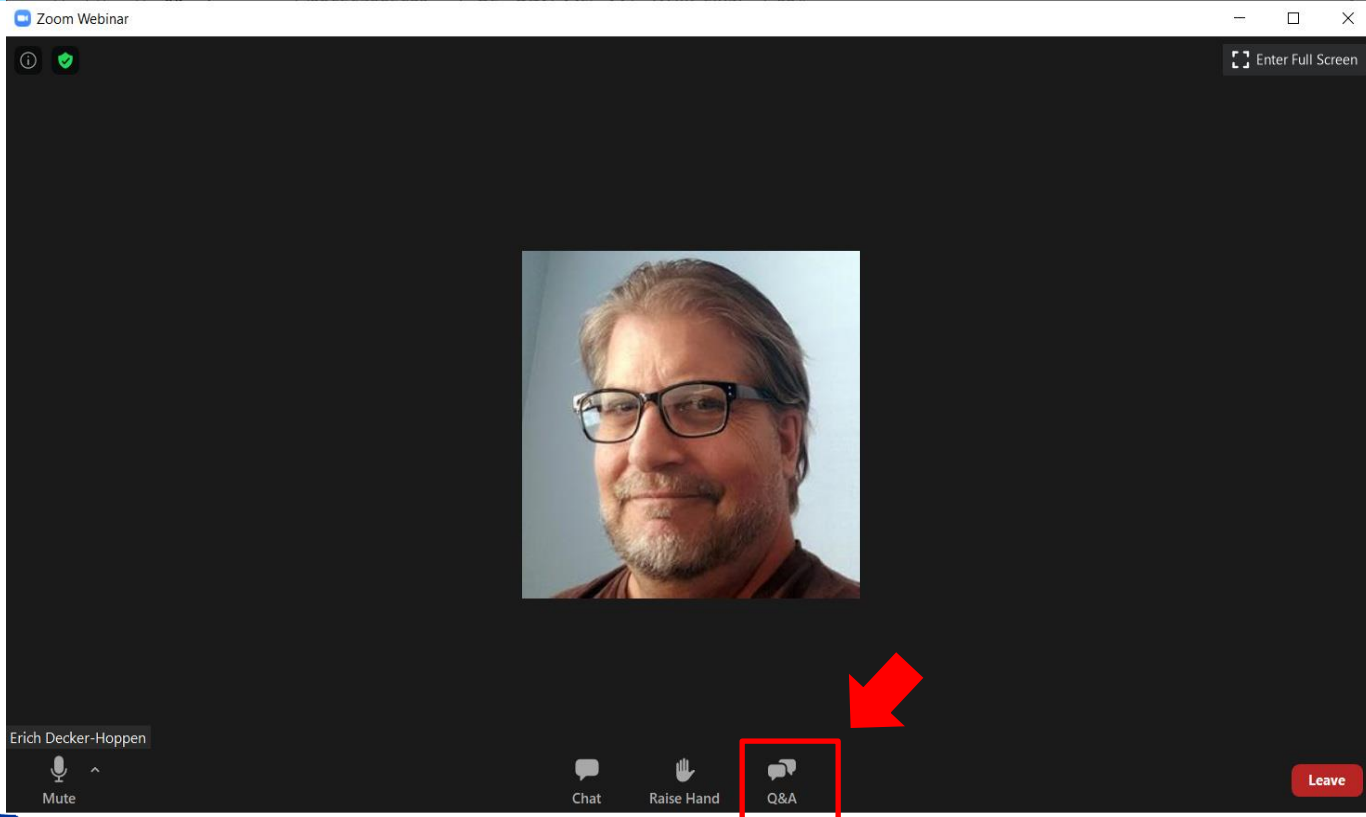
YouTube Channel

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

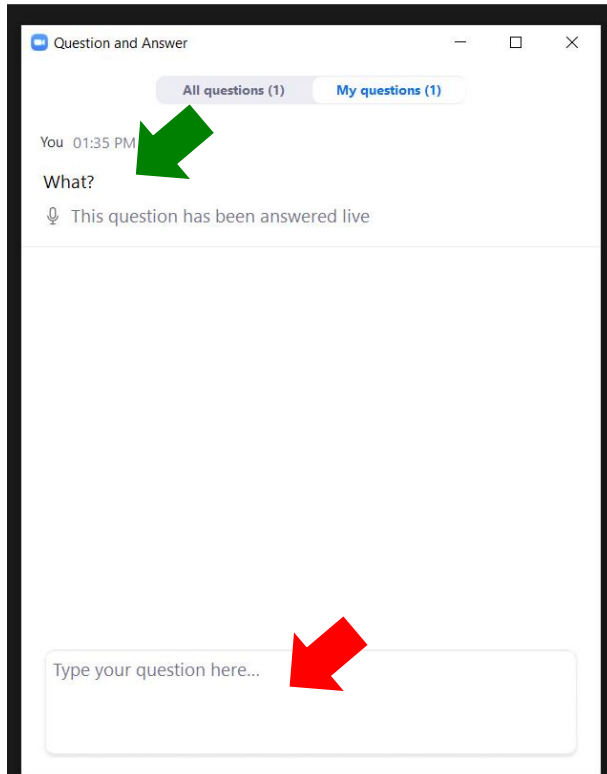
MASB FINANCE in MARKETING Library

- 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.

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™

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.

Thank-you!