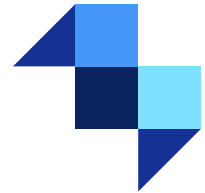


Welcome & Agenda Overview

David W. Stewart

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



**Marketing
Accountability
Standards
Board**

Summer Summit 2023

August 9, 2023

Welcome All!

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



New Members Announcement



Bottomline
Technologies®

&

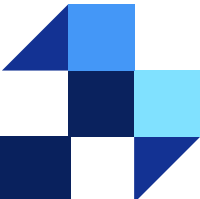
Dr. Augustine Fou



MASB's New Director of Membership Lee Hornick



- **27 years of experience producing corporate communication, marketing, and branding conferences for the Conference Board in North America, Europe & Asia**
- **Founded Business Communications Worldwide, a business conference and sponsorship consultancy**
- **Senior corporate communication executive with the J.C. Penney Company in their New York headquarters**
- **Past president of New York IABC (International Association of Business Communicators)**
- **Served on executive board of the American Marketing Association - New York**
- **Sponsorship Director for the Marketing Hall of Fame**



MASB is a unique organization

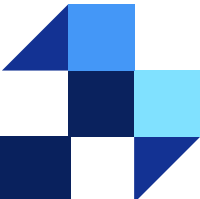
- MASB was founded in 2007 to bring the measurement rigor and process discipline of Finance into the world of Marketing
- Focused on establishing best practices for all marketing investments to drive greater business performance
- Brings together diverse group of elect finance, marketing, and analytics professionals from marketers, business schools, measurement providers, agencies, and industry associations

Outcome for members is that they become fully aware of and versed on all issues pertinent to marketing accountability – both the current state and progress towards what is coming



Wednesday Morning Agenda

- MARQUETTE AND MARKETING ACCOUNTABILITY ([Brian Spaid, Marquette](#))
- BREAKING GROUND WITH NEW INITIATIVES ([Joanna Seddon, Presciant & MASB](#))
- FIRESIDE CHAT WITH MARK STOUSE, CEO PROOF ANALYTICS ([Seddon, Mark Stouse](#))
- SPONSORSHIP ACCOUNTABILITY: THE POWER OF SYNERGY ([Larry Degaris, Northwestern University](#))



Wednesday Afternoon Agenda

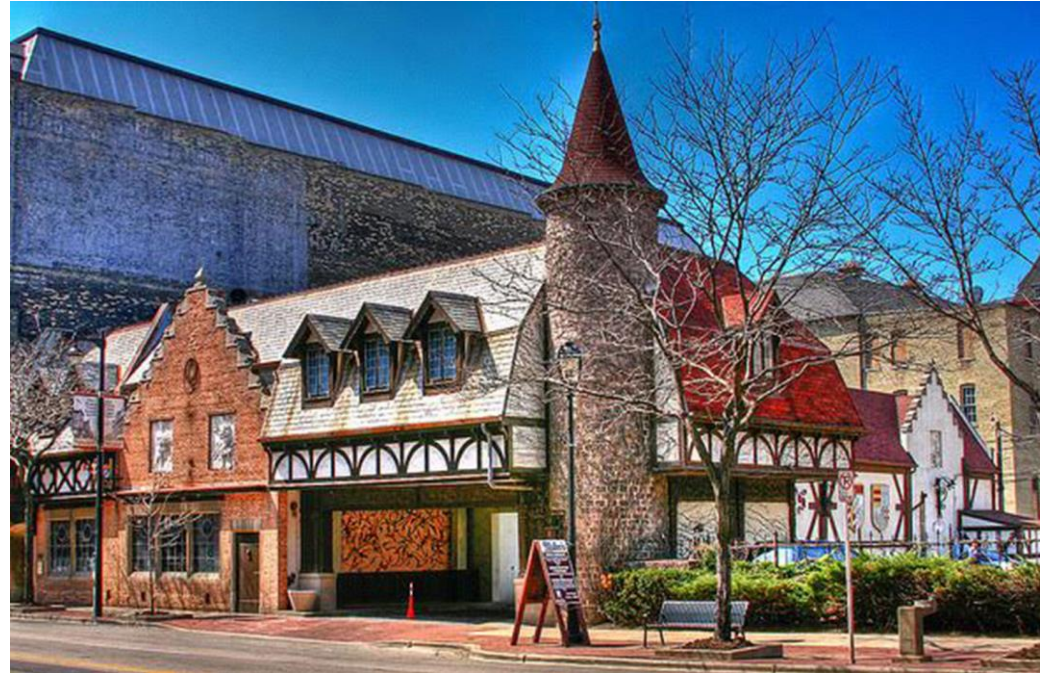
- UNIVERSAL MARKETING DICTIONARY – WHAT THE TRENDS TELL US ([Frank Findley, MASB](#))
- INSIGHTS FROM UNSTRUCTURED (BIG) DATA FOR MARKETING VALUE ([Purush Papatla, Northwestern Mutual Data Science Institute; University of Wisconsin, Milwaukee](#))
- INTELLECTUAL CAPITAL IN THE BOARDROOM, ANSI/LES ICBR VERSION 1.0-2022 ([Edgar Baum, AVASTA](#))
- OPPORTUNITY COST & SUSTAINABILITY ([Annette Tower, Clemson University & Kay Peters, Universität Hamburg](#))
- MARGARET H. BLAIR AWARD FOR MARKETING ACCOUNTABILITY ([Presented by Stewart](#))



Wednesday Reception/Dinner (1.3 miles)

Mader's

1041 N Old World 3rd St
www.madersrestaurant.com



Thursday Morning Agenda

- THE MEASURING CREATIVITY INITIATIVE ([David Stewart](#))
- THE TRUTH ABOUT BRAND BOYCOTTS ([Jim Meier, Retired Molson Coors](#))
- ECONOMIC VALUE OF MARKETING ([Chris Hummel, Green Think & Karen Ebben, Global Marketing Impact](#))



Wednesday Break Times

Morning

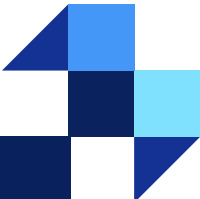
- 15 Minute (10:15 AM)

Luncheon

- 60 Minute (12:00 noon)

Afternoon

- 15 Minute Break (3:30 PM)



Special Thank You to Our 2023 Summer Summit Host



MARQUETTE
UNIVERSITY

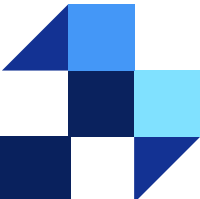
College of Business Administration



Brian Spaid, Marquette University



- Associate Professor of Marketing, College of Business Administration
- Research focus: retail marketing with special emphasis on role of in-store and mobile technologies and their impact on brick-and-mortar and online retail
- Also explores the role of collecting in consumer behavior and culture
- MBA and PhD University of Tennessee - Knoxville



Thank You!

