

MASB SPRING SUMMIT 2025

Starting Announcements



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MASB Executive Director

March 20-21 ○ **SMU Cox School of Business**



**Marketing
Accountability**
Standards
Board

**Choose
SMU_Guest**



Some Announcements

- We have built extended breaks into the program
- 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
- Lunch and Reception/Dinner will be here at the Collins Executive Education Center in Dining Room
- You will receive a follow-up survey on the summit via email
 - We appreciate your candid feedback and suggestions!



Dialogue is Encouraged

- Our sessions have time built in for interaction
- Please motion to speaker/panelist moderator if you would like to speak



MASB on The Internet

LinkedIn

- Follow MASB company page: [linkedin.com/company/2910876/](https://www.linkedin.com/company/2910876/)

YouTube Channel

- youtube.com/c/masbmarketingaccountabilitystandardsboard

MASB FINANCE in MARKETING Library

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

Use #MarketingAccountability



Thank You!

