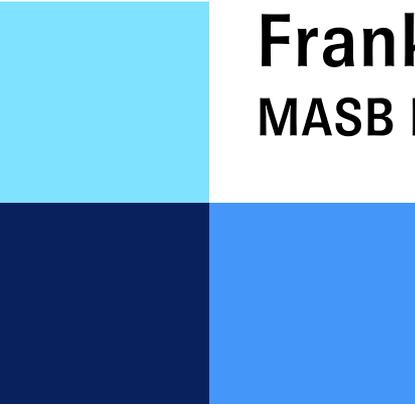


MASB SUMMER SUMMIT 2025

Starting Announcements

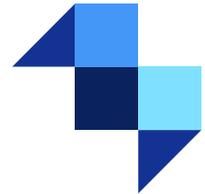
A decorative graphic consisting of three overlapping squares: a light blue square on the left, a dark blue square at the bottom left, and a medium blue square at the bottom right.

Frank Findley

MASB Executive Director

August 13–14

DePaul University – Kellstadt Graduate School of Business



**Marketing
Accountability**
Standards
Board

Some Announcements

- We have built breaks into the program and extended lunch
- 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
- 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](https://www.youtube.com/c/masbmarketingaccountabilitystandardsboard)

MASB FINANCE in MARKETING Library

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

Use #MarketingAccountability



Thank You!

