

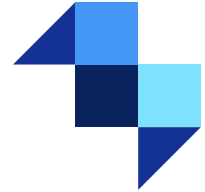
MASB WINTER SUMMIT 2026

Starting Announcements



Frank Findley
MASB Executive Director

February 18 – 19 *on Zoom*



**Marketing
Accountability**
Standards
Board

Some Announcements

- **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 on the summit via email**
 - **We appreciate your candid feedback and suggestions!**

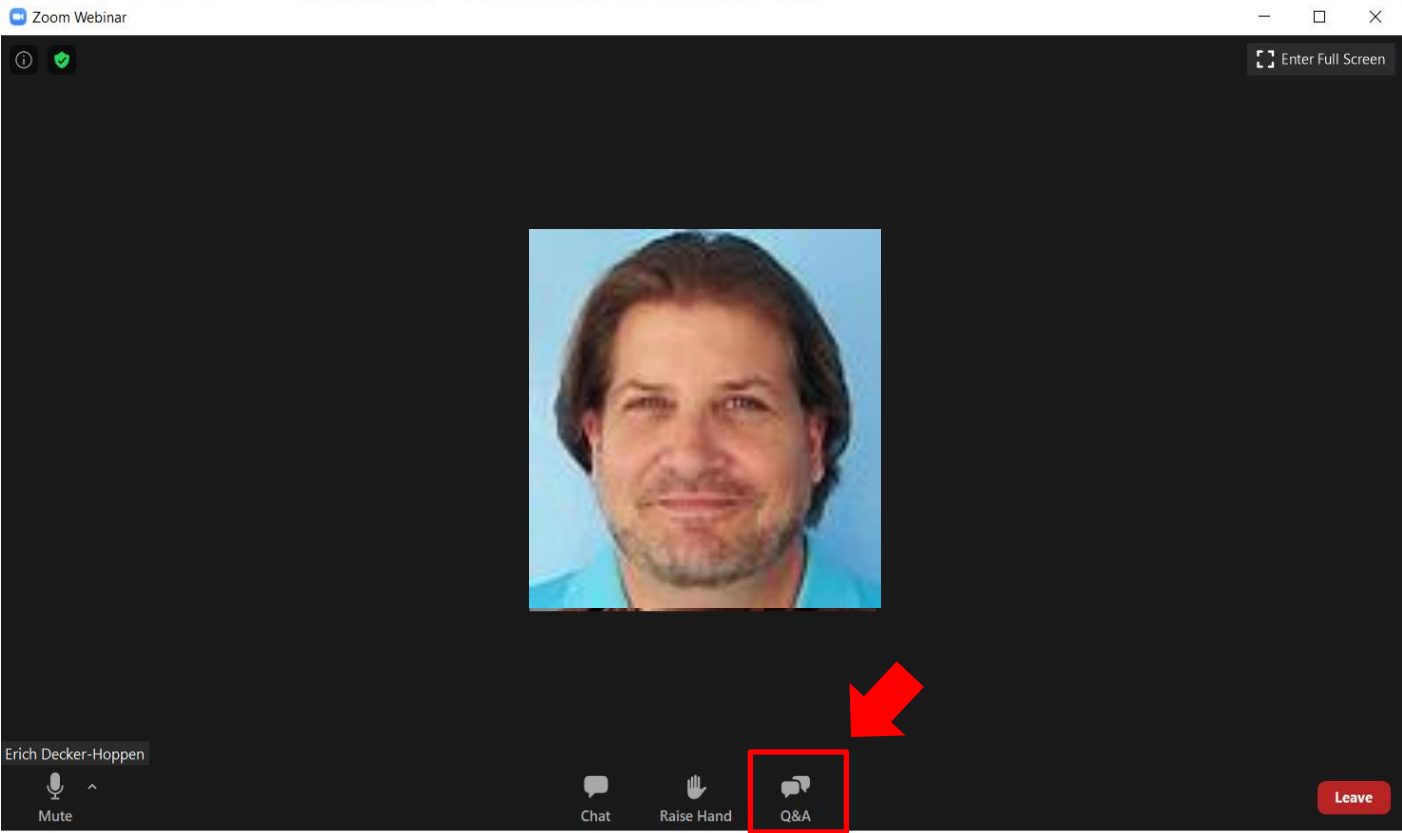


Dialogue is Encouraged

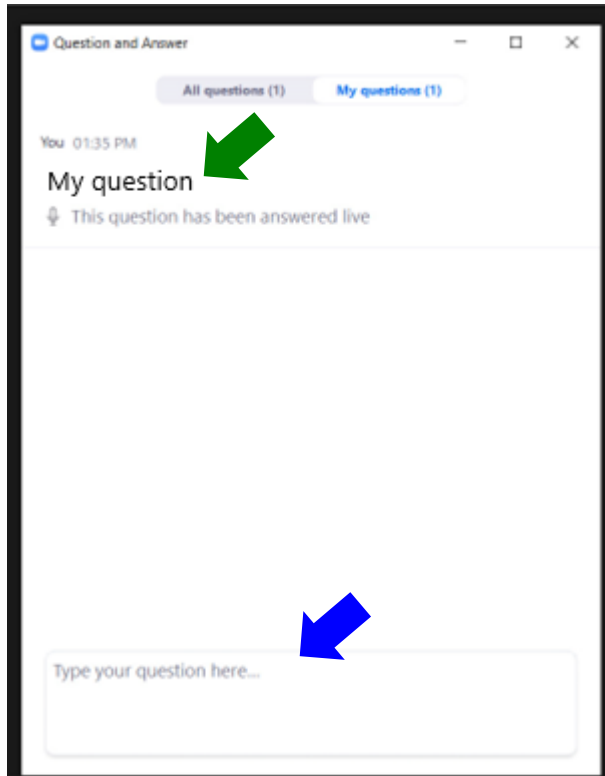
- **Our sessions have time built in for interaction**
- **There are two methods for interaction:**
 - **Through the Zoom Q&A box**
 - **By raising your hand and having your mic unmuted by the moderator**



Click **Q&A** to bring up question submit screen



Enter question in box, it will **queue** till answered

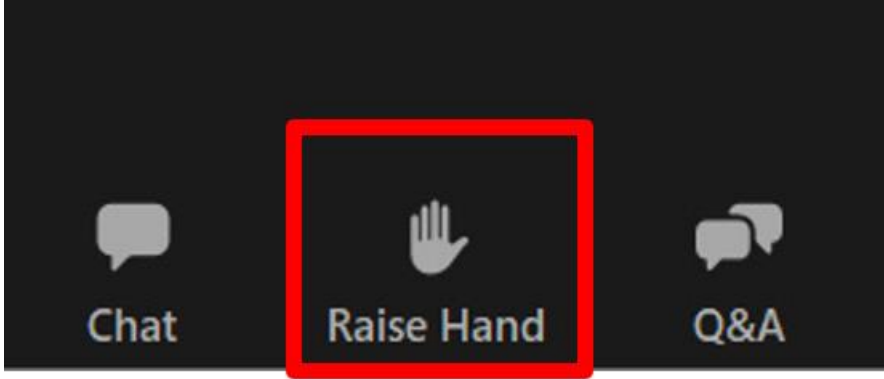


Questions can be submitted by box at any time during the session.

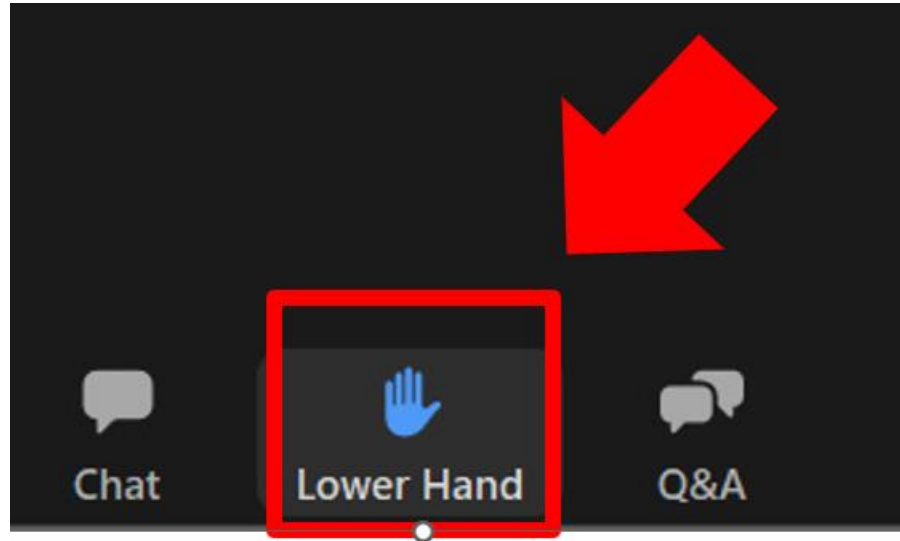
The moderator will then read the question to the panel/speaker in the Q&A session.



Click **Raise Hand** to ask to be unmuted in Q&A



Click **Lower Hand** if no longer needed



Dialogue is Encouraged

- **Our sessions have time built in for interaction**
- **There are two methods for interaction:**
 - **Through the Zoom Q&A box**
 - **By raising your hand and having your mic unmuted by the moderator**
- **Chats are only able to be sent to the host, so please use one of the above methods for questions**
- **Please note that these are open discussions and opinions expressed are not necessarily the official position of MASB**



MASB on The Internet:

LinkedIn: Marketing-Accountability-Standards-Board
[linkedin.com/company/2910876/](https://www.linkedin.com/company/2910876/)

Instagram: [instagram.com/marketing.accountability/](https://www.instagram.com/marketing.accountability/)

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

Finance in Marketing Library [themasb.org/finance-in-marketing-library/](https://www.themasb.org/finance-in-marketing-library/)

Use #MarketingAccountability



Thank You!

