

**MONDAY, OCTOBER 16**

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6:30 pm **Welcome Reception and Dinner**

**TUESDAY, OCTOBER 17**

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8:00 am **Continental Breakfast & Welcome**

8:30 am **Opening Keynote**

***Revolutionizing Brand Engagements: A Real Case Study on Breathing New Life Into the Physical Experience***

A brand leader will showcase how the new customer experience has necessitated new thinking in delivering a quality physical experience that enhances and connects to the digital experience thanks to the inclusion of printed materials and physical touchpoints, including packaging and POP display.

9:00 am **Research Roundup**

***Navigating the New and Novel: Top Trends and Behaviors Impacting Go-to-Market Strategies***

From shifts and changes in the future of advertising to innovations across direct mail, new research reveals new opportunities to shift go-to-market strategies in new and novel ways using some familiar and often overlooked channels and tactics. This session will share new research, revealing emerging trends that will shape strategies across marketing and advertising channels.

9:30 am **Networking Break**

9:45 am **Innovation Master Class**

***Greening the Supply Chain: Bringing Environmental Responsibility to the Marketing Supply Chain***

Can printing be green? What are the latest innovations in green products that, when combined with exceptional content, can enhance the customer experience and demonstrate marketing responsibility? This session will showcase the latest innovations in green materials, technologies and strategies—from renewable materials and substrates to green processes. Experts will share data and case studies outlining innovative green campaigns.

10:30 am **Research Roundup**

***Get to Know the CMO: What Are the Mandates of Today's Top CMOs?***

New research from the CMO Council outlines the CMO's mandate to drive business growth and improve customer experience impact and engagement. But how are leading global marketers achieving these goals? What are the primary roadblocks to success, and where are organizations struggling to align data, vendors and strategies to realize true omni-channel engagement at scale and in real time? This session presented by the CMO Council will showcase recent CMO Council research and findings.

11:00 am **Marketing Leader Panel**

***Aligning Around the Metrics and Measures of Today's Modern Marketer: What Are the Metrics, KPIs and Business Metrics Most Critical to Proving Success?***

Oftentimes, campaigns are deemed failures because metrics and measures were not established from the start. The intent of this session is to hear from brand marketing leaders about the shifting nature of metrics, including gaining insight into the measures for which today's CMOs are being held accountable, as well as the metrics marketers are establishing to prove true business ROI.

11:45 am **Break for Lunch**

1:00 pm **Innovation Master Class**

***The Power of Personalization: Tools and Technologies to Apply Data to the Physical Experience***

As marketers have been perfecting the personalization of digital experiences in context to the customer's moments of need, physical touchpoints have largely been left to traditional strategies like mass publication, which lack localization. But technologies and strategies exist that enable physical touchpoints like print and direct mail to adopt the same level of personalization and contextual depth of digital touchpoints. This expert partner panel will share case studies of successful brands applying personalization to bridge physical and digital experiences and engagements.

1:45 pm **Invention Sessions**

***One Great Idea: Crowd-Sourcing Fresh Strategies and Go-to-Market Campaign Ideas***

With markets becoming more fragmented, segmented and complex, marketers have many more elements to manage and a real need to track campaign performance, value and ROI. Regaining control of this complexity can start with one great idea. Attendees will be divided into working groups, with each group consisting of brand marketers, service providers and technology vendor experts. These teams will tackle one go-to-market campaign, develop the outline for an omni-channel approach and should include at least one new innovation discussed in earlier sessions that would best engage customers through highly personalized experiences. Each presentation will be shared with the full group at the end of the day, with each team presenting the campaign concept and outlining the channels involved, the data and segmentation strategy, and the proposed measures and metrics to be used to outline success.

**1.5 hour working group/45 minutes for campaign presentations**

4:00 pm **Event Concludes**

6:30 pm **Networking Reception, Dinner and Awards Ceremony**

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