

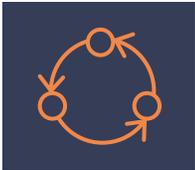
CONNECT CMO Leadership Summit 2019 attendees have the unique opportunity to network with senior peers, share knowledge and hear presentations from a carefully selected group of expert speakers, as well as participate in targeted one-on-one research meetings with leading solution providers that meet their individual needs.

KEY THEMES:



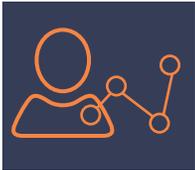
BRAND-DRIVEN STORYTELLING AND ELEVATING YOUR CONTENT

Is content still King? This track is designed to examine the impact of brand-driven storytelling, the importance of building the right narrative and the unique strategies to elevate your content in order to engage with highly targeted audiences and attract new customers.



CONNECTING STRATEGY, TECHNOLOGY AND EXECUTION

Strategy, Technology and Execution: three independent elements crucial for marketing success, but even more powerful when effectively connected.



CUSTOMER JOURNEY AND ENGAGEMENT ANALYTICS

This track was developed to help better understand where your customers have been, how they've interacted with your brand, how to get this information and why you should care about it. Learn new ideas and strategies on how to use customer journey and engagement analytics to understand and engage with individual customers on a personal level.



PERSONALIZED MARKETING AND DATA-DRIVEN EXPERIENCES

Consumer demand for relevant messaging and the shift of focus over to data has forced marketing professionals to invest more and more in personalized marketing and data-driven experiences. This track will delve into this booming trend that's changing the way marketers' market.

TARGET AUDIENCE

*C-Level Executives / Senior Vice President / Vice President / Director
Manager of: Marketing • Branding • Commercial • Content • Social Media*

STEERING COMMITTEE

- | | | | |
|-----------|-----------------|---------------------|----------------------------------|
| • Arcadis | • IBM | • Oakwood Worldwide | • SAP America, Inc. |
| • BMW | • Intel | • Prudential | • City & County of San Francisco |
| • BP | • Microsoft | • Publicis Health | • QuadGraphics |
| • CSAA | • New York Life | • Radware | • Leggett & Platt |