

TUESDAY, OCTOBER 2, 2018

- 8:30 am **Welcome to the Brand Inspiration Forum**
- 8:45 am **Opening Keynote**
Reinventing OmniChannel Engagement
Bringing Traditional Back Into View
- Christopher Karpenko, Executive Director of Brand Marketing, United States Postal Service
- 9:15 am **Marketer Panel**
Performance Marketing in a Connected World
Where, How and Why are CMOs Transforming How Marketing Performs
- Brett Groom, Vice President of Marketing and Brand, Great Wolf Lodge
 - Julia Fitzgerald, Vice President of Marketing, Thermos
 - Paul Hayward, Chief Content Marketing Officer, Sears Holdings, Founding Member of InCight Consulting
- 9:45 am **Brand Inspiration Showcase**
How It Came Together
A case study outlining an innovative and transformative omnichannel campaign, including digital and offline touchpoints, with measurable outcomes tied to revenue/growth
- Barry Sanel, Senior Graphics Services Manager, Supply, Diageo
- 10:00 am **Keynote**
Growth CMO Mandate: Doing with Data
As marketers strive to drive growth, how will data experience and a call for responsiveness change the omnichannel strategy
- Liz Miller, Senior Vice President of Marketing, The CMO Council
- 10:30 am **Coffee Break**
- 10:45 am **Industry Panel**
Tuning into Innovation
What's new and novel in omnichannel engagement. Industry panel to discuss new strategies to connect online engagements with offline experiences
- Jon Budington, President, More Vang
 - Cheryl Kahanec, Chief Executive Officer, Quantum Group

11:15 am

Fireside Chat

Get to Know: Procurement

Hear from a senior procurement leader to gain insights into how modern procurement manages both vendors and marketers

- Jay Sklar, Chief Procurement Officer, HUB International

11:45 am

Closing Remarks