C VISION INTERNATIONAL

AGENDA

The Future of Marketing

CX & CMO Think Tank

SPEAKERS



Steven Lowe
Former VP, Brand Marketing
Acuity Brands



Imran Hussain
Director, Global Marketing Strategy
INSIGHTEC



Amen Boyd
Digital Marketing Director
Flowers Foods



David LaRue
CTO
Directroad



Tamar Beresford
AVP, Digital Strategy
Nasdaq



Yosra Saleh
VP Digital Marketing
Potbelly Sandwich Works



Jelena McMillan
AVP Marketing
MiMedx



Steven Nghe
Head of Marketing & Communications
Kloeckner Metals



Anita Geller
SVP Marketing & Communications
United Way of Greater Atlanta



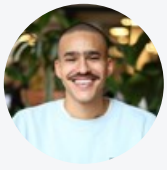
Revanth Yamarthi
Head of Direct Marketing & Marketing Analytics
BlueVine



Rachel Savage
VP Marketing
MiMedx



David Wolff
CMO
911 Restoration



Tyler Lederer-Plaskett
Video Marketing Advisor & Head of Culture
PlayPlay



Angela Hoidas
Former VP, Marketing & Communications
Epiq



Michael Kogon
CMTO
PullAPart



Kimberly Massey
Former CMO
LifeWay



Yasmine Ndassa
VP Data Strategy & Analytics
Sylvan Road Capital LLC



Amy Comeau
VP Marketing
Emory Healthcare



Walt Carter
Chief Transformation Officer
Visionographers



David Wolff
CMO
911 Restoration



Amen Boyd
Head, Digital Marketing & Media
Strength of Nature

Click Here to Register

September 24, 2024

Eastern Time

Registration	**10:30 AM-11:00 AM**
Morning Networking	**11:00 AM-11:30 AM**
Opening Remarks	**11:30 AM-11:35 AM**
VISION VOICES KEYNOTE 7 C's of Change	**11:35 AM-11:50 AM**

With over thirty years of change leadership experience, Walt Carter shares insights that will help you in your transformation journey:
Maslow's Breakdown
The critical nature of vision
Leaders at every level
And more from his international bestseller, We Can't Stay Here.

SPEAKER



Walt Carter
Chief Transformation Officer
Visionographers

KEYNOTE PANEL

11:55 AM-12:40 PM

Elevating Experiences: The CMO's Guide to Harnessing AI for Unparalleled Customer Engagement

Chief Marketing Officers (CMOs) need to explore the transformative impact of artificial intelligence on customer experience. In this dynamic discussion, we will unravel the strategic integration of AI technologies to not only meet but exceed customer expectations. Delve into practical insights on leveraging AI to personalize marketing strategies, optimize customer journeys, and create seamless, data-driven interactions. Discover how leading-edge AI applications can empower CMOs to cultivate deeper connections with their audience, foster brand loyalty, and drive marketing innovation in the ever-evolving digital landscape. This session is your gateway to unlocking the full potential of AI for unparalleled customer engagement and brand success.

CHAIR



Angela Hoidas

Former VP, Marketing & Communications

Epiq

PANELISTS



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CMTO

PullAPart



Yasmine Ndassa

VP Data Strategy & Analytics

Sylvan Road Capital LLC



Revanth Yamarthi

Head of Direct Marketing & Marketing Analytics

BlueVine

DISRUPTOR

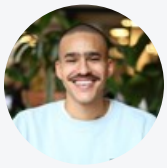
12:45 PM-1:00 PM

Beyond the Video Experts: Scaling your Video Creation In-House to Drive Real Results

With 84% of consumers stating they've been influenced by a brand video in their buying decisions, there's no denying the power of video in marketing and comms. But getting started with (and scaling) video creation can be inefficient and costly, especially when outsourced. The solution? In-house video creation.

In this session, we'll discuss the many benefits of setting your team up for success in creating your videos in-house and how to get started.
Talking points include:
How to reduce video creation time with templates and automation tools
Increasing output quality with brand ownership & agility toward always-shifting trends
How to measure the impact and cost savings of in-house video creation
And much more.

SPEAKER



Tyler Lederer-Plaskett

Video Marketing Advisor & Head of Culture

PlayPlay

Lunch & Networking

1:00 PM-2:00 PM

VISION VOICES

2:00 PM-2:15 PM

Is Redefining/Relabeling Marketing Leadership in Modern Enterprises What We Really Need?

In recent years, leading companies have been eliminating the CMO or Head of Marketing position to better align marketing with overall business growth, customer experience, and commercial activities. This shift involves assigning marketing responsibilities to roles such as Chief Commercial Officer (CCO), Chief Growth Officer (CGO), or Chief Customer Officer (CCO), aiming to streamline operations and improve efficiency. This session will explore whether current marketing leaders are already fulfilling these broader responsibilities and what this change means for the future of marketing leadership. Additionally, we'll discuss the importance of marketing leaders having a strategic plan to market to internal stakeholders, particularly the CEO and CFO, before focusing on external audiences. Join us to understand how marketing can drive business success in this evolving landscape.

SPEAKER



Steven Nghe
Head of Marketing & Communications
Kloeckner Metals

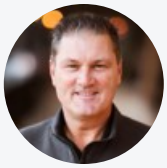
FIRESIDE CHAT

2:20 PM-2:55 PM

Strategic Insights: Maximizing Revenue Streams through Digital Platform Monetization

Unlock the secrets to turning your digital presence into a lucrative venture with this session tailored for CMOs and marketers. Delve into a comprehensive exploration of diverse revenue models, cutting-edge customer engagement techniques, and data-driven strategies that empower businesses to seamlessly monetize their online platforms. Attendees will walk away with invaluable insights into innovative methods, positioning their brands for sustainable profitability and dynamic growth in the fiercely competitive digital marketplace.

CHAIR



David LaRue
CTO
Directroad

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Steven Lowe
Former VP, Brand Marketing
Acuity Brands



Rachel Savage
VP Marketing
MMedx

PANEL

2024 New Age Strategies: Elevating Customer Experiences, Aligning Marketing Initiatives with Customer-Centric Approach

3:00 PM-3:45 PM

Explore innovative approaches to enhance customer experiences by aligning marketing strategies with a customer-centric mindset. This round table discussion will delve into proven strategies, emerging trends, and collaborative insights from CMOs and Customer Experience Leaders, fostering a dynamic exchange of ideas to drive meaningful connections and brand loyalty in today's competitive landscape.

CHAIR



Angela Hoidas
Former VP, Marketing & Communications
Epiq

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MMedx



David Wolff
CMO
911 Restoration



Amy Comeau
VP Marketing
Emory Healthcare

Networking Break

3:45 PM-4:05 PM

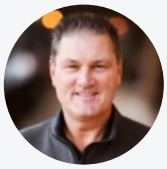
PANEL

Embracing Omni-Channel Marketing: Navigating Seamless Customer Experiences Across Platforms

4:05 PM-4:45 PM

Dive into the realm of omni-channel marketing as CMOs and marketers discuss the intricacies of crafting cohesive customer experiences across diverse platforms. This session will explore strategies for seamless integration, personalized messaging, and data-driven insights to enhance customer engagement and loyalty in the ever-evolving landscape of multi-channel marketing.

CHAIR



David LaRue
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Directroad

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Kimberly Massey
Former CMO
LifeWay



Imran Hussain
Director, Global Marketing Strategy
INSIGHTEC

Closing Remarks & Raffle Giveaway	**4:45 PM-4:50 PM**
Cocktail Reception	**4:50 PM-5:30 PM**

TOGETHER WITH

