

FT FUTURE OF MARKETING SUMMIT 2015

Collisions and Complexity



September 16, 2015 | 10 on the Park

NEW YORK

SPEAKERS INCLUDE:



Kathleen Hall
Corporate Vice
President of Global
Advertising and Media
Microsoft



Erik Hawkins
US Group Lead
Facebook



Stacy Martinet
Chief Marketing Officer
Mashable



Penry Price
Vice President, Global
Sales Marketing Solutions
LinkedIn

Lead sponsors

Teads.tv

VIAANT.

GAIN
THEORY

Associate sponsor

FT FUTURE OF MARKETING SUMMIT 2015

Collisions and Complexity



The influence of the marketer within organizations is continuing to grow. Due to real-time marketing, social media and data analytics, marketers are becoming more informed about the competitive landscape and the customer than other functions within the company. This invaluable knowledge means that their authority is increasing and they are frequently being looked at to drive the strategy within their organizations.

Content marketing continues to rule the roost as brands look for more engaging ways to connect with their consumers. As the need for measurable ROI increases, data analytics presses its prominence and we're seeing the rise of the marketing technologist. In short, the future for marketers is bright, but also exceedingly encumbered and the marketer who wins will be the one who can sort the substance from the noise.

Join us for the third annual **FT Future of Marketing Summit** which will bring together the most forward-thinking marketers, innovators and entrepreneurs to discuss the leading edge of the evolving marketing landscape. Through a series of thought-provoking interviews, discussion, debate and case studies this event will tackle the most pressing issues facing marketing professionals in a new era.

WHY ATTEND?

- Engage with highly curated content which tackles the biggest issues facing marketers
- Participate in lively discussions and debates
- Learn from some of the best marketing minds in the world
- Network with top marketing thought-leaders
- Be inspired by the most cutting-edge marketing case studies

WHO ATTENDS

This one-day Summit is for: Chief Marketing Officers, Chief Executive Officers, Chief Information Officers, Chief Innovation Officers, Chief Creative Officers, Chief Communications Officers, Presidents, Founders/Co-Founders, SVPs/VPs/Directors and Heads of Marketing, Managing Directors and Principals.

Attendees will gather from various industries including, but not limited to:

- Energy
- Healthcare
- Pharmaceutical
- Finance
- Manufacturing
- Technology
- Media
- Advertising and brand agencies
- Consulting firms, including innovation and design-thinking organizations
- Academia



WEDNESDAY, SEPTEMBER 16, 2015

AGENDA

8:00am **Registration and breakfast**

8:50am **Welcome remarks**

Matthew Garrahan, Global Media Editor, *Financial Times*

9:00am **Setting the scene: The power of people-based marketing**

Digital marketing platforms will be at the epicenter of the 2016 presidential race. Targeted, relevant messages and effective visual communication tools could be game-changers for candidates looking for a strategic advantage. But what could businesses potentially learn from observing the 2016 campaigns, and what can campaigns learn from businesses who are already succeeding on social media platforms. This presentation will show how the top contenders are ramping up their activities, particularly on mobile, and explain the vital role brands will play leading up to the vote.

Erik Hawkins, US Group Lead, *Facebook*

9:20am **Fireside chat: An honest solution**

How you can win with transparency and authenticity.

9:50am **Preparing for a connected future with next-generation technologies**

Wearable devices, the Internet of Things and virtual reality are all proving themselves to be valuable tools for reaching out to consumers in an ever-more connected world. Developing clear strategies for a connected future is vital for marketing professionals, but what will they look like and how can marketers fit into the emerging technology eco-system?

INTERVIEW: DATA AND THE WEARABLE ECO-SYSTEM

Gary Davis, Vice President, Global Consumer Marketing, *Intel Security*

PRESENTATION: FUN AND FASHIONABLE EXPERIMENTS

Billie Whitehouse, Designer & Director, *Wearable Experiments*

PRESENTATION: VIRTUAL REALITY AND THE FUTURE OF RETAIL

Adrian Slobin, Vice President/Managing Director (Minneapolis), *SapientNitro*

INTERVIEW: INTERNET OF THINGS - A MARKETER'S FRIEND OR FOE?

Manjiry Tamhane, Worldwide Chief Operations Officer and Chief Executive Officer EMEA, *Gain Theory*

11:00am **Morning refreshments**

11:20am **Panel: The chicken or the egg? The problem with programmatic**

Programmatic marketing is arguably the future of the media buy. As digital media and advertising technology converge, marketers now have access to real-time data that indicates the movements of customers and potential customers. However for all of its potential, it has not yet delivered on its promise of greater transparency and efficiency. Despite the massive amounts of credible content, the data available and the buzz that has been generated, it still isn't being widely used, so what's the hold up? How do you encourage transparency in a situation rife with secrecy?

Penry Price, Vice President, Global Sales Marketing Solutions, *LinkedIn*
Jim Daily, Managing Director, *Teads*

11:50am **Case study**

Kathleen Hall, Corporate Vice President of Global Advertising and Media, *Microsoft*

12:10pm **Panel: Shifting brand strategy in the age of the empowered consumer**

The digital age and phenomena such as the shared economy, mean that consumers are more empowered than ever before. Within this self-regulating environment they are better protected, have more choices and access to better prices. Due to technological advancement and new marketing strategies, what consumers expect from brands has also changed dramatically. To reach this powerful tech-savvy group brands must be transparent, consistent across channels and must truly engage. So in such an arguably de-centralized environment, how do you ensure you are speaking the same language and connecting with the all-powerful customer?

SPEAKERS:

Roel de Vries, Corporate Vice President, Global Head of Marketing and Brand Strategy, *Nissan Motor Company*

Rajesh Subramaniam, Executive Vice President, Global Marketing and Communications, *FedEx Services*

Stacy Martinet, Chief Marketing Officer, *Mashable*

Debbie Millman, President of Design and Chief Marketing Officer, *Sterling Brands*

1:00pm **Networking lunch**

2:00pm **Interview: Connecting with the connected generation**

With **Justin Cooke**, Founder & CEO, *Tunepics*

2:15pm **Storytelling segment: A tale of collisions**

In this segment, traditional model meets digital across different sectors. Through a series of 10 minute presentations we will hear multiple strategic insights addressing key concerns for marketing professionals when seeking to adapt and deliver successful outcomes.

SPEAKERS:

Joe Alexander, Chief Creative Officer, *The Martin Agency*

Kyla Brennan, Founder & CEO, *HelloSociety*



Damien Patton, CEO and Founder, *Banjo*
Deanna Zandt, Co-founder & Partner, *Lux Digital*

3:00pm Case study: Making an impact

Drinkable billboards and the case for experiential marketing

Lou Aversano, Chief Executive Officer, *Ogilvy & Mather New York*

3:20pm Panel: The rise of the marketing technologist

Marketing has become a discipline very much powered by technology. As the CMO and CIO become more integrated on everything from budgets to strategy, the role of the marketing technologist has arisen, offered as the solution to bridge the gap. But finding the person who has all the necessary skills to be this person is not a simple task. So how should marketers think about their role? How should they work with the IT team to integrate strategies? And does another solution exist other than that of the marketing technologist?

Scott Brinker, Author, Chief Marketing Technologist, *chiefmartec.com*

Tim Vanderhook, President and CEO, *Viant*

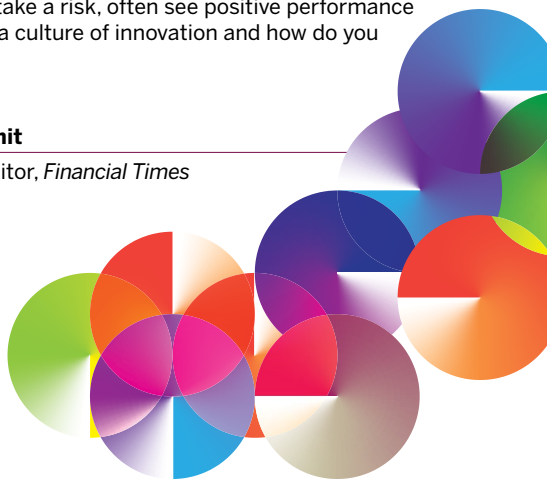
Maribel Perez Wadsworth, Senior Vice President and Chief Strategy Officer, *Gannett*

4:10pm Fireside chat: The engine of innovation

Experimentation and creating a culture of innovation within your marketing organization is often a common factor of successful companies and their marketing approaches. Marketers are now expanding their ideas for creative experiences and those who seem to take a risk, often see positive performance driven results. So how do you create a culture of innovation and how do you successfully accelerate it?

4:40pm Closing remarks and close of summit

Matthew Garrahan, Global Media Editor, *Financial Times*



For the latest program and speaker updates, visit:
live.ft.com/Marketing2015

*Program correct as of August 7, 2015

FT FUTURE OF MARKETING SUMMIT 2015

Collisions and Complexity



SUMMIT PRICING

Registration Fees	Fee
Early Bird Rate until July 31, 2015	\$695
Standard Rate	\$995

Discounts are available when registering multiple delegates and for entrepreneurs and FT and FT.com subscribers.

For more details call +1 917 551 5053 or email meredith.vachon@ft.com

INFORMATION

SPONSORSHIP INQUIRIES

Tim Powell

E tim.powell@ft.com

T +1 917 551 5097

SPEAKING INQUIRIES

Ciaran Larkin

E ciaran.larkin@ft.com

T +44 (0) 20 7873 4775

REGISTRATION INQUIRIES

Meredith Vachon

E meredith.vachon@ft.com

T +1 917 551 5053

VENUE



10 on the Park (at Time Warner Center)

60 Columbus Circle, 10th Floor, New York, NY 10019

T +1 212 484 6600

W www.10onthepark.com

HOW TO REGISTER

live.ft.com/Marketing2015

@FTLiveDigital #FTMarketing

facebook.com/FinancialTimes

on.ft.com/linkedin