



## Thursday, June 27th, 2013

8:00 am - 9:00 am

### Registration and Continental Breakfast

9:00 am - 9:15 am

### Welcome and Opening Remarks

Bob Melk, SVP, Group Publisher & CMO, IDG Enterprise

9:15 am - 9:45 am

### The CMO's Agenda

Stephanie Anderson, SVP, Business Services, Time Warner Cable

Cammie Dunaway, US President and Global CMO, KidZania

Moderator: Pete Krainik, Founder and CEO, The CMO Club

CMOs need to build their brand, get close to customers and understand their market. How can their technology executives help? Join this compelling panel of CMOs as they share their hopes, disappointments and realities in partnering with IT to drive their company to the next level.

9:45 am - 10:20 am

### The CIO's Agenda

Richard Peltz, SVP & CIO, Marcus & Millichap

Mark Tonnesen, CIO & SVP, Electronic Arts, Inc.

Vishrut Lugani, Managing Director, Financial Services Advisory Practice, PwC

Moderator: Maryfran Johnson, Editor in Chief, CIO magazine & Events

CIOs need to drive business results through technology, partnering with key business leaders in the process. What are their challenges in partnering with their marketing organizations? Where have they been able to bring the most value? Join this compelling panel of CIOs as they share their stories of success, frustration and relationship building with their marketing leaders.

10:20 am - 10:50 am

### Refreshment and Networking Break

10:50 am - 10:55 am

**CIO/CMO Visions**

Mike Sabin, SVP and GM, Partner Solutions, Dun & Bradstreet

The key technology trends impacting companies – Social, Mobile, Cloud and Big Data - are causing companies to rethink the way that they capture, analyze and distribute data and information across the enterprise. Join us to learn how to use analytics to drive business growth.

10:55 am - 11:30 am

**Fireside Chat: CIO/CMO Pain Points**

Dave Doyle, CIO & SVP, Information Technology, Regal Entertainment Group

Ken Thewes, Chief Marketing Officer, SVP, Regal Entertainment Group

Bob Melk, SVP, Group Publisher & CMO, IDG Enterprise

This lively conversation, moderated by Bob Melk, brings together a CMO and CIO presenter to reflect on the morning's discussion and work through pain points identified in the CIO/CMO partnership.

11:30 am - 12:10 pm

**Discuss: Moderated Small Group Networking**

In this casual, fast-paced session, attendees and participating sponsors will have the opportunity to meet and talk briefly in small-group discussions. Timed for two 15-minute segments focused on top IT and business issues, this networking session delivers a lightning round of ideas, perspectives and new connections for everyone in the room. Get ready to reflect on the challenges and approaches to building a CIO/CMO partnership in this interactive session.

12:10 pm - 1:30 pm

**Networking Lunch**

1:30 pm - 2:05 pm

**The CMO as Master of Data**

Kathleen Schaub, VP, CMO Advisory Practice, IDC

The self-educated customer is driving unprecedented change in the marketing function. Marketing's capture of Big Data, along with analytics, "sense and respond" opportunities, and other new capabilities hold the promise that marketing will have greater business impact than ever before. The Chief Marketing Officer of the future must become a "master of data" — capable of collecting, analyzing, and bringing insight into the streams of data that buyers create as they travel through digital and social pathways. But the CMO is going to need a data-savvy partner in the CIO to make this work. What does it take to lead your company in capitalizing on this new era of data-driven marketing? What questions must you answer? What skills do you need in your organizations? Join Kathleen Schaub, Vice President, IDC CMO Advisory Service, as she goes behind the scenes and shares the challenges and impacts that big data will have on the CMO.

2:05 pm - 2:10 pm

**CIO/CMO Visions**

John Rizzo, Chief Marketing Officer, Jive Software

Social for the enterprise isn't what you think. Join us for key lessons for the CIO and CMO.

2:10 pm - 3:20 pm

**CIO/CMO Panel and Workshop: Building Credibility with the CEO and the Board**

David Buckholtz, VP, Corporate Information Technology, Sony Pictures Entertainment

Julie Firestone Garlikov, VP of Marketing, Torani

John Rizzo, Chief Marketing Officer, Jive Software

Mike Sabin, SVP and GM, Partner Solutions, Dun & Bradstreet

Bob Melk, SVP, Group Publisher & CMO, IDG Enterprise

CIOs and CMOs face a similar challenge when it comes to elevating the discussion of their priorities to the CEO and the board, yet this executive buy-in is key for success (and funding). Join Bob Melk and CIOs and CMOs from the day's Visionary sponsors and other companies as they lead a discussion of challenges and approaches to raising the visibility of their initiatives to the highest level. We'll then break into workgroups to brainstorm a range of questions and discuss those ideas with the panel. Don't miss this opportunity to learn actionable skills from your experienced peers!

3:20 pm - 3:50 pm

**Closing Keynote: Leading Marketing and IT in the Mobile, Social Era**

Richard Marnell, Senior Vice President of Marketing, Viking River Cruises

Join Viking River Cruises for a voyage into the social and mobile realm. You'll learn what's working - and not - to reach, retain and engage travelers by the world's leading river cruise line.

3:50 pm - 4:00 pm

**Wrapup and Closing Remarks**

4:00 pm - 5:00 pm

**Networking and Cocktail Hour**