



CONNECT VIRTUAL
CMO Leadership Summit



ATTENDEE GUIDE

THE VIRTUAL EVENT WITH TANGIBLE RESULTS

[QUARTZEVENTS.COM](https://quartzevents.com)

MONDAY-FRIDAY
APRIL 5-9

2021

**WE
HOPE
TO SEE
YOU
IN-PERSON**

**BUT WE'LL SETTLE
FOR DELIVERING
THE BEST
VIRTUAL EVENT
YOU'VE EVER
ATTENDED**



Peer-led: a steering committee of industry veterans worked with us to build an agenda that confronts the fall out of 2020 head on.



Solutions focused: one-on-one meetings are pre-scheduled for you based on the challenges you describe in your registration.



Results driven: the entire experience is built around connecting you to the resources that will serve you best, right now.



Complimentary: thanks to our incredible sponsors, there is absolutely no cost for you attend.

15 YEARS OF LEADING THE EXECUTIVE EVENT SPACE DIDN'T CHANGE, EVEN IF THE WAY WE CONNECT DID



See more swag gifts on page 9.

+ **Education:**

Online Presentations from Industry Leaders are available on-demand and released each day of the event.

+ **Targeted Meetings:**

One on one meetings with solution providers are held via Zoom based on your availability the week of the event.

+ **Swag:**

Since it's still not an option to rent out entire NFL stadiums to host you, we shower you with gifts instead. You're working harder than ever to be at the top of your game, and it's the least we can do.

HOW IT WORKS



1 PRE-EVENT

- + Tell us about your challenges, your availability during the event, and your swag preferences.
- + Before the event goes live, we'll schedule meetings with the people best suited for tackling your probs.

3 AND BEYOND

- + Make your job look easy, solve the things that needed solving, and find a new home and necessary support in our executive community.

2 GO LIVE

- + On go live date, you'll get access to the game changers in your industry. Presentations are available on-demand and beyond the conference dates, so you can watch them at your convenience.
- + Complete all your meetings with the incredible solution providers that made this possible and your swag is on it's way.

CONNECT CMO VIRTUAL SUMMIT SCHEDULE

+ Click to view the live agenda.

WATCH IT WHEN IT'S RELEASED OR LATER ON-DEMAND

KEY THEMES:



Driving Team Performance
Through the Institution of
Standards & Procedures



Shattering Traditional Marketing
Limitations With Emerging
Technology



Cultivating Loyalty by Prioritizing
the Customer Experience



Hitting Your Profit Goals Through
Marketing & Sales Alignment



COVID-19 Impacting Marketers
Across the Globe

+ MONDAY

04.05

The Future of Work: Transformation in the Era of Remote Work
Aruna Ravichandran, Chief Marketing Officer at *Cisco Webex*

Marketing That's Helping People Adapt to a Changing World
Kelly Waldher, VP of Marketing at *Google Workspace*

Culture Creation: Building Customer Loyalty from the Inside Out
Kristin Guthrie, SVP of Customer Experience & Marketing at *ICW Group*

Digital Marketing Metrics the C-Suite Will Care About
Peter Platt, President at *Accountable Digital*

Customer Experience Driving Unity Between Sales and Marketing
Tracy Robertson & Andy Clement, VP of Global Customer Experience & Marketing & Chief Customer Officer at *Kimberly-Clark Corporation*

Precision Demand Marketing: Response to Revenue Stephanie Swinyer & Danny McKeever, Sr. Director of Revenue Marketing & Sr. Director of Marketing Operations at *Integrate*

I Predicted Marketing Automation & It Changed Everything - Here's What's Next
Jon Miller, Chief Marketing Officer at *DemandBase*

+ TUESDAY

04.06

Content Investment and Personalization in an Increasingly Digital World
Jason Rose, Executive Vice President, Chief Marketing Officer at *Pure Storage*

How to Cultivate High-Performing Teams in Marketing
Dawn Mueller, VP of Marketing & Communications, Digital eXperience Group & Global Business Services at *Wolters Kluwer*

From B2B to B2C: The Digital Transformation
Steve James, Chief Marketing Officer at *Fannie Mae*

Insights That Drive Innovation
Rick LaBerge, Chief Operating Officer at *Haribo*

How Marketers + Sellers Can Become Best Friends Forever
Natasha Sekkat, VP of Global Demand Creation at *Acoustic*

Driving from Chaos to Clarity with the MarTech Maturity Model
Beth Kszan, VP of Marketing at *MediaValet*

Prioritizing the Customer Experience

Dustin Cohn, Head of Brand & Marketing for CWM Division at *Goldman Sachs*

Your Secret Weapon to Scale Marketing in 2021: AI/Machine Learning

Joe Garber, VP of Corporate Marketing at *Micro Focus*

The Road Back to In-Person Events

Kelly Edwards, Global Head of Strategy & Marketing at *Bloomberg Live*

Transcending COVID-19 Learnings into Strategically Aligned Brand Marketing

Sue Beigie, Brand Marketing Director at *State Farm*

Brand Templating: The Secret To Creating More Effective Content That Gets Results

Garrett Jestice, Director of Marketing at *Lucidpress*

Get More Wins: Why You Should Focus on Experimentation Now

Blake Blanchard, Lead Consultant of Strategy & Value at *Optimizely*

Cultivating Loyalty in a Virtual & Hybrid World

Desiree Khoury, VP of Marketing and Business Development at *Tokio Marine HCC*

Rising to the Business Challenge of Customer Expectations

Linda Goldstein, EVP of Customer Experience & Marketing at *CSAA Insurance*

The Power in Partnerships

Christina Carey Dunleavy, VP of Portfolio Integrated Marketing & Partnerships at *Discovery*

Measuring User Experience Success: Quantitative and Qualitative

Patrick Leary, VP, UX Manager, *AllianceBernstein*

The Goldfish Got It Wrong: Why Longform Creative Is More Important Than Ever

Marc Binkley, VP of Digital & Marketing Strategy, *Anstice Marketing Agency*

7 Mistakes Marketers Make with Sales Professionals

Donavan Dichter, Sr. Director of Marketing at *Envista*

Brand-led Innovation: How COVID-19 Inspired a New Product & an Evolved Brand

Maria Dillon Kemp, Head of Marketing at *Convenga*

Creating a Culture of Performance

Christine Pribilski, Chief Marketing Officer at *SoftServe Inc.*



Click to view the live agenda.

WHO YOU'LL HEAR FROM

High profile industry marketing leaders come together to relay strategies, experience, and what they're doing to recover from 2020.

CONNECT CMO SPEAKERS INCLUDE:

[+](#) Click to view the full list of top speakers.



Aruna Ravichandran
Chief Marketing Officer



Kelly Waldher
VP of Marketing



Jason Rose
Chief Marketing Officer



Kelly Edwards
Global Head of Strategy & Marketing



Steve James
Chief Marketing Officer



Rick LaBerge
Chief Operating Officer



Desiree Khoury
VP of Marketing and Business Development



Dustin Cohn
Head of Brand & Marketing for CWM Division



Tracy Robertson
VP of Global Customer Experience & Marketing



Andy Clement
Chief Customer Officer



Kristin Guthrie
SVP of Customer Experience & Marketing



Patrick Leary
VP, UX Manager



Linda Goldstein
EVP of Customer Experience & Marketing



Dawn Mueller
VP of Marketing and Communication



Joe Garber
Global Head of Product Marketing



Marc Binkley
VP of Digital & Marketing Strategy

WHO YOU'LL MEET WITH

We take the heavy lifting out of solution finding completely. Tell us what you need and we'll set you up with the right people.

CONNECT CMO SPONSORS INCLUDE:



acoustic



bounteous



Directive,



HIGH END SWAG IS YOURS ONCE YOU COMPLETE ALL OF YOUR MEETINGS



amazon
fire
TABLET



Apple AirPods



Apple WATCH



+ Plus a gift card and charity donation.

Participation in the scheduled solution provider meetings via Zoom is required. We'll do all the heavy lifting to match you with only the companies that can help you move business forward. Once completed we'll ship your swag directly to your door!

WE HAVE 100S OF CUSTOMERS THAT WANT YOU TO KNOW

WHY THEY KEEP COMING BACK TO CONNECT



This year's CMO Summit was user-friendly, informative, and eventful. We scheduled a few follow-up meetings with three of the vendors.
Chief Marketing Officer



THIS WAS GREAT! Each of the 6 calls I had were a great fit for where I am in the marketing cycle. The length of the call was perfect to avoid going into long, drawn out powerpoint presentations. Each was a candid, customized conversation to the specific needs I had identified. I did request that each please reach out to me in early 2021'm sure my business will benefit from at least half of them.

I appreciate the ease of participation and the well thought out connections Quartz Events made on my behalf.... And I didn't even have to leave the house.
VP of Global Marketing



I just wanted to reach out and thank Quartz Events for the fantastic meetings I've had. I am very impressed with the match ups I got and look forward to doing this again in the future!
Director of Marketing



Thank you, this worked! Much appreciated, and kudos to the Quartz Events team. It was a good experience.
VP, Thought Leadership & Brand Marketing

CONNECT CMO TESTIMONIALS



Thanks for a great Virtual CMO Summit. I did get quite a bit out of it, and will be following up with probably 2-3 suppliers. So thank you Quartz Events for making the right connections. Would love to participate again in the future. I actually really liked the virtual nature of it, as it made it a bit more achievable for me to attend rather than taking lots of time out to go offsite.

VP of Marketing



Kudos on making it easy to register; thank you to the Quartz Events team for taking the time to coordinate and schedule the 1:1 meetings; and the daily email with access to that day's presenter videos was incredibly helpful since setting time aside during the day to watch / participate was a challenge. I was able to watch a few sessions I would have missed had they only been offered in real-time.

VP, Marketing and Communications



Overall, this is a great idea. Loved the conversation I was able to have with 70% of the networking meetings. The rewards for attending drove me as keeping those sessions was a top priority. I hope to participate again in the future! Thank you Quartz Events for the invitation!

Director of Marketing



Great event - I never want to do the 1:1 meetings any other way.

Head of Marketing



I genuinely enjoyed this experience and couldn't rave enough about the entire Quartz Event team. It was executed with so much thought, structure and organization - I felt like I knew what to expect and what was expected of me at all points, and the communication prior, during, and post was just enough - that is hard to do!

Director of Brand Communications

CONNECT CMO TESTIMONIALS



The Quartz Events team was great and I really enjoyed working with them. I had a family emergency that forced me to cut my vendor meeting short originally, but the team was able to get us rescheduled and then the vendor reconnected with me to work out a time that was better for their schedule. The on demand format also ended up working better for me with the family emergency that made me unavailable during a traditional viewing time.

Director of Marketing



The Quartz Events customer service team is amazing. They helped connect me with partners that I had never heard of before this event. I am signing with one this week and have meeting with the remaining three in the next two weeks. Your team really helped me find solutions to my problem areas.

Director of Marketing



Thank you Quartz Events for putting this together, what a cool event and great spread of speakers!

Assistant Athletic Director, Marketing & Fan Experience



I enjoyed the relevant Q&A sessions and the accessibility of the virtual platform.

CMO



Honestly, the 1:1's were fantastic. I was surprised. Those made it worth it. And the swag helped. All in all I found this to be a really good conference. Kudos.

CMO and Executive Director

CONNECT CMO TESTIMONIALS



It was very impressive! Quartz Events really made the absolute best of this challenging time and the restrictions of COVID. Great job.
Chief of Staff



I was very surprised as the vendors solutions were out of the box and applicable to my field- didn't expect such good matches.
Regional Director of Sales & Marketing



This was great. I really enjoyed the 1:1 discussions as a way to understand the most current offerings in the market today.
VP of Global Marketing



This was the best event I've been to. It took so much less time out of my day and the vendors were much better this time.
Head of Global Demand and Multi Channel Programs



This was my second CMO conference and I found myself much more confident when speaking to vendors because I had the experience from my prior calls on the last CMO. I felt my vendor meetings this round to be much more productive - many times I don't know who they are and am expecting a brief overview of what they do, and I feel they were great at explaining some possible solutions they could provide and allowing me to walk through my challenges. I really enjoyed this CMO conference - great work!
Director of Marketing (Fashion and Footwear Division)

CONNECT CMO TESTIMONIALS



I love the way this was set up - made it easy for me to attend and benefit without doing any of the heavy lifting. I work in health care so if something isn't handed to me all wrapped up with a bow, I don't have time for it right now.

Director of Marketing



I can't imagine the time that went into organizing this event and all the 1-on-1s. Great job as always! I love this event.

Marketing Director



This is a great event for personal development given the content offered but also for meeting potential vendor partners in the industry. I have met folks and learned about solution I never would have found on my own. Thank you!

CMO



**JOIN US
FOR WHAT
WILL PROVE
TO BE**

**THE
ONLY
EVENT
YOU'LL
NEED TO
ATTEND
THIS
YEAR**

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