



# THE FALL MARKETING FORUM

October 15<sup>th</sup> – 17<sup>th</sup>, 2017  
Four Seasons | Scottsdale AZ

## OPENING KEYNOTE:

### ***Storytelling in the Digital Age: Authenticity & Authorship***

Arun Chaudhary – *Digital Storyteller, Official White House Videographer for President Barack Obama, Creative Director for Bernie Sanders' President Campaign*

## SEMINARS:

### ***Intentional Branding***

Ernie Harker – *Executive Director of Marketing – Maverik, Inc.*

### ***Social Listening: The New Panel, the New Survey, a Real-time View into Your Consumer's Mind***

Joe Martin – *Head of Social Insights & Brand Evangelist – Adobe*

### ***Entertainment & Omni-Channel: Brands and the New Digital Ecosystem***

Marc Rashba – *Vice President of Digital Partnerships & Development – Sony Pictures Entertainment*

### ***Customer-centric Philosophies: From Marketing TO Customers to Marketing WITH Customers***

Colman Murphy – *VP of Digital & Customer Marketing – Xerox Corporation*

### ***The Art & Science of Modern Marketing: Three Key Best Practices for the Journey***

Fred Isbell – *Senior Director & BMO Lead – SAP*

### ***Handling Negative Buzz Like a Pro: Case Studies and Practical Strategy from a School's Perspective***

Dan Soschin – *Vice President of Marketing, Communications & Philanthropy – Ultimate Medical Academy*

### ***Neuroscience and Marketing: Understanding Your Customers' Brains***

Patricia Faust – *MGS Gerontologist/Brain Health Specialist*

### ***Forget Snapchat – Let's Talk About Real Chats***

Lloyd Balman – *Head of Marketing for Retail – TD Bank*

## CASE STUDY:

### ***How to Reposition, Revitalize and Transform one of the World's Biggest Brands***

Louise Felton – *Sr. Director, Global Marketing & Communications, Brand Strategy & Programs – Intel Corp.*

### ***Lessons Learned from Facebook Email Marketing***

Desiree Motamedi – *Head of Developer Product Marketing – Facebook*