



THE MARKETING FORUM 2018 – SPRING

Interactive, engaged & personal

June 3 - 5, Saw Grass Marriott, Ponte Vedra, FL

CONFERENCE PROGRAM

as of January 29, 2018; Program subject to change

OPENING KEYNOTE

Strategic Solutions: Strategies for America

Max Brooks, Problem Solving Thought Leader, Zombie Lore Expert, & Best Selling Author

SEMINARS & WORKSHOPS

Experience vs. Convenience: IoT & the Next Generation Marketplace

Soumya Das, CMO, Inpixon

Making the Case for Social Media: Insights and Lessons Learned from Harvard Business School

Brian C. Kenny, Chief Marketing and Communications Officer, Harvard Business School

Bringing Local Home to Your Global Brand

Michael Collins, Managing Director and Chief Marketing Officer, CFA Institute

The Multi-Channel, Multi-Tactic Marketing Environment

Shade Vaughn, Chief Marketing Officer, North America, Capgemini

The Changing Value Proposition in Healthcare: How the Nation's Largest Nonprofit Health System is Using Digital-to-Consumer Marketing to Drive Personal Relationships

Nick Ragone, Esq., Chief Marketing and Communications Officer, Ascension

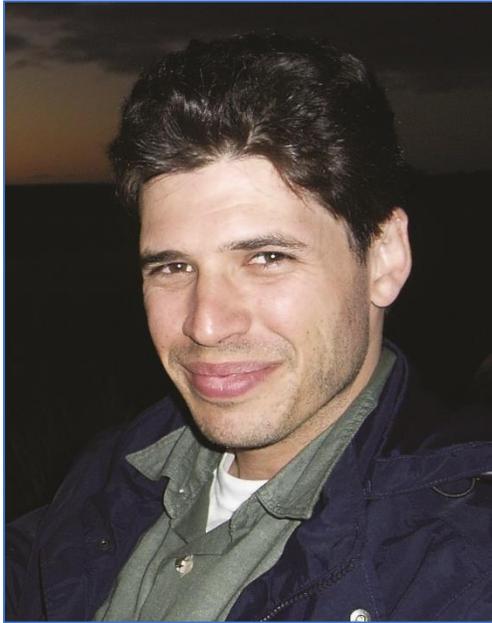
Session Title Coming Soon!

Ashley Dabb, Chief Marketing Officer, National Lacrosse League

Call for Participation

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Opening Keynote:

Strategic Solutions: Strategies for America

Max Brooks, Problem Solving
Thought Leader, Zombie Lore
Expert, & Best Selling Author

As a best-selling author, Max Brooks is credited with helping propel zombie-lore from niche sub-culture fascination to mainstream pop-culture obsession. While Brooks has published three massively successful zombie-themed books—**The Zombie Survival Guide**, **World War Z**, and **The Zombie Survival Guide: Recorded Attacks** (all of which are now considered the definitive tomes for the genre) and publishes his fourth, **Minecraft: The Island: A Novel** in July 2017—Brooks' ultimate goal was to challenge old ways of thinking and encourage mental agility and flexibility for problem solvers and leaders. Brooks' unique, unconventional thinking depicted in his books has even inspired the U.S. military to examine how they may respond to potential crises in the future. **World War Z** was read and discussed by the sitting Chairman of the Joint Chiefs and Brooks has been invited to speak at a variety of military engagements—from the Naval War College, to the FEMA hurricane drill at San Antonio, to the nuclear "Vibrant Response" wargame. In 2016, Brooks accepted a fellowship at the Modern War Institute at West Point, where he studies, writes about, and lectures to cadets about today's current conflicts.

Today, Brooks explores the consequences of failed leadership, making the leap from mythos to American History with the release of his latest book, **The Harlem Hellfighters**. The graphic novel chronicles the little-known story of the first African-American regiment mustered to fight in WWI. They spent longer than any other American unit in combat and displayed remarkable valor on the battlefield. Despite extraordinary struggles and overt racism, the 'Hellfighters', as their enemies named them, became one of the most successful—but least celebrated—regiments of the war. Once again, Brooks drills down to help find what lessons can be learned from the triumph and tragedy of the Harlem Hellfighters.

The son of Hollywood legends Mel Brooks and Anne Bancroft, Max Brooks is dedicated challenging and encouraging systems and institutions to think outside the box when problem solving. Even his fiction, while undeniably entertaining, works to raise awareness on the issues of disaster preparedness, crisis management, and survival for the common reader—all under the thematic guise of a zombie apocalypse.





Experience vs. Convenience: IoT & the Next Generation Marketplace

Soumya Das, CMO, Inpixon

Why do people like to buy things online? Why do vendors prefer to open an internet store rather than a brick and mortar on main street? We all know the answer to such questions. However, when the world's largest online store decides to enter the brick and mortar grocery business, the reasoning is suddenly not so obvious or intuitive. Let me explain why and how the next generation marketplace is yet to undergo an evolution that will cater to the expectations of Gen Z.

During our session, we will cover:

- Lessons marketers learned when the marketplace rushed to online trade
- Strategies for applying previous experience to avoid future pitfalls as the pendulum swings
- Practical tools to capture your business situation and prioritize next steps
- Discussion of the intricacies and overlap of Social Media, customer loyalty programs, online banner ads, in-store promotions, mobile devices, next generation AR, VR, Internet of Things technology, digital displays, RFID, and big data

Come learn about this magical transformation of our marketplaces that will soon be the new normal.



Soumya Das is an alternative thinker who applies imagination and strategy to benefit the cause. In simpler terms, he is a bona fide Marketer. Das has played key leadership roles in many organizations from entrepreneurial start-ups to multi-national corporations, and has managed over 30 products from infancy to maturity. His experience ranges across Enterprise Content Management, Governance Risk and Compliance, Identity and Access Management, Software-as-a-Service, Mobility, IT Security, and Internet of Things.

Das has a knack for putting complex technologies into simple user-centric business perspectives. He is an avid speaker, award-winning publisher, and advisor to several hi-tech companies worldwide. Das currently serves as the CMO at Inpixon.





Making the Case for Social Media: Insights and Lessons Learned from Harvard Business School

Brian C. Kenny, Chief Marketing and Communications Officer, Harvard Business School

Social platforms have redefined if not revolutionized customer engagement. Brands large and small are surging ahead with social media strategies, rewriting job descriptions in search of digital natives and challenging agencies to create that ever-illusiv e piece of viral content. Yet everyone knows that the platform they just figured out today is about to be past its prime. Platforms may come and go but the underlying sociology remains. Understanding how and why people engage with brands on social media is the real strategic insight. In this session Brian will share highlights of HBS faculty research in this area and offer examples of how HBS and other brands are applying the ideas in their social media programs.

Key Takeaways:

- Hear leading edge thinking about how and why people engage on social platforms.
- Learn about customers' expectations for how brands should and should NOT engage.
- See how firms are using social media to humanize their brands in ways that can work for any organization.



Brian Kenny is the Chief Marketing and Communications Officer (CMCO) at Harvard Business School (HBS), where he brings over two decades of experience leading marketing, branding and communications at large global institutions. As the School's first CMCO, Brian has oversight of the HBS brand globally, including coordinating all marketing, communications and public relations efforts. Working with the dean's executive team and leading HBS faculty, Brian aligns marketing strategies and programs across all business units including the MBA program, executive education, external relations, HBX and Harvard Business Publishing. Since assuming the role in 2008, Brian has championed new approaches to promoting the work of the School, combining social, traditional, paid and earned media to create an integrated narrative that animates faculty research, student activities and alumni impact. Brian explores and develops strategic partnerships and cobranding relationships with leading brands and he is the creator and host of Cold Call, the official podcast of Harvard Business School (www.hbs.edu/coldcall). He is a marketing thought leader who frequently presents at marketing industry conferences.

Brian has led multifunctional marketing teams in several global institutions spanning a number of industry sectors. Most recently he was Vice President of Marketing and Communications at Northeastern University where he engineered a branding and marketing program to help propel the university into the top 100 nationwide. Previously he oversaw global marketing for management consultancy The Monitor Group and led marketing programs for Genuity, a \$2 billion Internet company and management consultancy Arthur D. Little.

Brian is a life-long Bostonian. You can follow Brian on Twitter @hbscmo.





Bringing Local Home to Your Global Brand

Michael Collins, Managing Director and Chief Marketing Officer, CFA Institute

Talking about infusing local relevance into global brand campaigns is one thing; doing it well is quite another. It's easy to control something from the center, but the real magic happens when you put a framework in place that enables local markets to act autonomously. How the marketing function is organized and how local customer needs are captured are key ingredients to constructing the local to global to local dynamic. Following some core tenants will deliver a big impact and keep things consistent at the global level while not creating inefficiencies.

CMO Michael Collins draws on his 25 years of brand transformations and marketing experiences to share a high energy message on transforming brands to drive maximum local impact on a global scale.



Michael is an innovative and transformational leader who consistently increases results by building and managing high performance teams and putting the customer at the center of it all. Michael has a reputation for results, problem solving, process creativity and inventiveness, along with a proven formula for incorporating customer-lead insights into product and service creation. Since joining CFA Institute, Michael has championed marketing's role as a trusted business partner, aligning closely with teams across the organization to drive locally-generated brand programs to promote the CFA Institute mission in over 150 markets around the world.





The Multi-Channel, Multi-Tactic Marketing Environment

Shade Vaughn, Chief Marketing Officer, North America, Capgemini

In this session, Shade Vaughn, Chief Marketing Officer, NA at Capgemini, will share insights and best practices for creating a highly-effective marketing organization that excels at content marketing. When he joined Capgemini a year ago, Shade evolved the capabilities and skill-sets of his Marketing Organization from one that specialized in Communications and Events to one that specializes in Account Based Marketing with particular strengths in digital and tailored content. He added critical skills in Digital & Content, Digital Strategy and Marketing Operations to the team and enabled team members to learn new skills in digital marketing, account based marketing and content creation.

Attendees will learn:

- Critical team roles for building a highly effective content marketing team
- Effective partners for creating a content marketing organization
- Examples of multi-channel content marketing campaigns that generate strong results
- Observations on how B2B marketing organizations will evolve in the future



Shade Vaughn is helping build the world's leading business transformation partner as Chief Marketing Officer, North America for Capgemini, which has more than 195,000 team members around the globe. Prior to joining Capgemini he was Global Head of Marketing and Communications and member of the Executive Leadership Team at SapientRazorfish.

Under his leadership, SapientRazorfish raised its brand awareness globally and sharpened its strategic positioning as a business transformation services provider; leveraged the Marketing function as a driver for net new and organic business growth; evolved its thought leadership program to serve as a foundation for demand generation; increased lead engagement and measurement across digital channels; and increased coverage and performance in business and technology media and analyst rankings and reports. Prior to that, Shade led Marketing and Communications at digital marketing agencies Razorfish Global and Rosetta.





The Changing Value Proposition in Healthcare: How the Nation's Largest Nonprofit Health System is Using Digital-to-Consumer Marketing to Drive Personal Relationships

Nick Ragone, Esq., Chief Marketing and Communications Officer, Ascension

More than 75 percent of U.S. healthcare consumers are online, using search engines and internet sites to research health issues. According to the Kaiser Family Foundation and CDC data, 23 percent of patients lack a primary care doctor, and consumers are increasingly finding quick access to care in retail clinics, emergency rooms and urgent cares – with the added convenience of scheduling online.

As the healthcare landscape continues to evolve, will the demand for access to convenient care put the personal connection patients have with their primary care physician at risk? Or, does direct-to-consumer healthcare marketing have a role to play in deepening the personal relationships primary care physicians have with their patients while balancing the need for access and convenience? Ascension, the nation's largest non-profit health system with more than 141 hospitals, is working to stay at the forefront of consumer trends and bridge the gap – continuing its commitment to compassionate, personalized care and the enduring benefits of a primary care doctor, while taking on the retailers and satisfying consumer demand for greater access and convenience, lower cost, and a better healthcare experience. Learn how Ascension is leveraging consumer marketing strategies and incorporating ideas from unexpected industries to transform healthcare.



Nick Ragone, Esq., Chief Marketing and Communications Officer for Ascension, the nation's largest non-profit health system and the world's largest Catholic health system. In this role, he oversees the creation and execution of brand strategy, direct-to-consumer marketing and advertising, public relations and thought leadership, social and digital strategy, internal communications, brand experience and consumer access for Ascension and its subsidiaries.

Since joining Ascension, Mr. Ragone has led a cross-function effort to centralize and optimize the marketing and communications strategic approach to support the Mission and the business of a highly integrated health system, with 2,500 sites of care and 150,000 associates. In addition, he has focused on defining and strengthening the Ascension brand, overseeing a robust thought leadership plan, and transforming the marketing model into a digital and data-driven approach that creates a more personal relationship with patients. Under Mr. Ragone's leadership, Ascension began a national rebrand of its local health systems and sites of care to adopt the unified name of Ascension.

In both 2016 and 2017, Mr. Ragone was recognized by PRWeek as one of the 50 most influential marketers and communicators in healthcare. In 2017, the Holmes Report, a leading marketing and communications trade publication, recognized Mr. Ragone on its inaugural "Influence 100" list, which identifies the 100 most influential marketers and communicators around the globe. In 2007, Mr. Ragone was named to the PRWeek inaugural "40 under 40" most influential list.

A former Adjunct Professor at Georgetown University, Washington, D.C., Mr. Ragone is the author of four books on American government and leadership and has been a regular contributor to CNN, Fox News Channel and Fox Business on issues of politics and communications, as well as writing for U.S. News & World Report, The Star-Ledger and Real Simple Magazine. He is frequently quoted in PRWeek, Advertising Age and The New York Times, among others.





Call for Participation

Richmond Events is now accepting submissions for the 2018 Marketing Forum, being held **September 9 -11, 2018** at The Park Hyatt Aviara Resort, Carlsbad, CA.

The Forum is an exclusive, invitation-only business development and educational opportunity for select senior-level corporate executives. Delegates represent companies **averaging \$ 5.8b** in annual revenues and marketing budgets averaging **\$38.7m**. Strategies & Tactics spotlighted at the Forum are applicable to a broad range of industries.

Potential Topics/Topic Areas

- Branded Documentaries- the Next Experiential Marketing Wave?
- Profiting from New Opportunities in the Sharing Economy
- Maximizing Immersive Pop-Up Marketing
- Rise of the Chatbots and Conversational Commerce- Lessons for Brand Marketers
- New Opportunities for Subscription Sampling
- Riding the Fintech Wave- Trends and Tips for CMOs- bitcoin, blockchain, cryptocurrency
- CGOs- Successors to CMOs?
- Expanding Opportunities for Interactive Brand Experience Centers
- Deep Engagement- the Promise and Perils of Virtual Reality Marketing
- Next Generation Social Media Marketing- Exploiting Social Code and Social Sampling
- New Directions in Crowdsourced Marketing
- Tapping into the Holistic Marketing Well
- Multiplatform Approaches to Humanizing Branding
- Driving Innovation with Multicultural Marketing

Session Proposal Submission Requirements:

- 1) **Proposed session Title/Description**
- 2) Complete **Speaker Contact Info** (Speakers should possess title of CxO, SVP, Director or VP)
- 3) Speaker **bio** (100-150 words max)
- 4) **Preferred Session Format/ Participation Level (all sessions are 50 minutes in total)**

_____ **Seminar:** Formal presentation with focused lecture & Q&A/ discussion.

_____ **Case Study:** Presentation telling the story of a current business situation, followed by Q&A.

_____ **Workshop:** 10-15-minute presentation /highly interactive / experiential

_____ **Panel Presentation:** 3-4 panelists / 10-15 minutes each / moderated

_____ **Discussion Group:** Attendee-facilitated open discussion exploring an issue in-depth

5) Speakers are entitled to 2-night's accommodations, 6 meals & 2 receptions.

Please submit proposal to: Eman Amer, **212-651-8713** or eamer@richmondevents.com or Shawna McCormack, **212-651-8755**, smccormack@richmondevents.com

For additional Information, please visit [our website](#)

