

TUESDAY, OCTOBER 2, 2018

- 8:30 am **Welcome to the Brand Inspiration Forum**
- 8:45 am **Opening Keynote**
Reinventing OmniChannel Engagement
Bringing Traditional Back Into View
- 9:15 am **Marketer Panel**
Performance Marketing in a Connected World
Where, How and Why are CMOs Transforming How Marketing Performs
- 9:45 am **Brand Inspiration Showcase**
How It Came Together
A case study outlining an innovative and transformative omnichannel campaign, including digital and offline touchpoints, with measurable outcomes tied to revenue/growth
- 10:00 am **Keynote**
Teams of Tomorrow
The teams, talent and the transition into the workplace of tomorrow
- 10:30 am **Coffee Break**
- 10:45 am **Industry Panel**
Tuning into Innovation
What's new and novel in omnichannel engagement. Industry panel to discuss new strategies to connect online engagements with offline experiences
- 11:15 am **Brand Inspiration Showcase**
How It Came Together
A case study outlining an innovative and transformative omnichannel campaign, including digital and offline touchpoints, with measurable outcomes tied to revenue/growth

11:45 am

Fireside Chat

Get to Know: Procurement

Hear from a senior procurement leader to gain insights into how modern procurement manages both vendors and marketers.

12:15 pm

Closing Remarks