

TUESDAY, OCTOBER 17

8:00 am **Continental Breakfast & Welcome**

8:30 am **Opening Keynote**

Revolutionizing Brand Engagements: A Real Case Study on Breathing New Life Into the Physical Experience

Sean Kapoor, Vice President of Global Marketing and Revenue Development, will showcase how Harman International has maximized the new connected customer experience to bring new sounds to life. This new customer has necessitated new thinking in delivering a quality physical experience that enhances and connects to the digital experience thanks to the inclusion of printed materials and physical touchpoints, including packaging and POP display.

Featuring Sean Kapoor, Vice President of Global Marketing and Revenue Development, Harman International

9:15 am **Expert Perspective**

Print in a Digital World: A 2018 Trend Report

The way consumers engage with brands has dramatically morphed. They can access products and product information instantaneously, and they can intermingle with a brand in a cacophony of ways. You have to be a storyteller in this connected world and understand how to merge marketing, content and technology in bold and exciting ways.

Within marketing today, there is a seismic disruption happening across all verticals. It's an unprecedented transformation that's impacting consumers, commerce and communication. A transformation in any one of those areas by itself would be difficult for an industry to respond to, but the fact that all three are morphing at the same time can cause paralysis in the best of companies.

The good news? The consumer has become the new CEO and is truly in the driver's seat, so at the end of the day, it really is a marketing challenge. And when there's a marketing challenge, we can assess, measure and act strategically.

We are in an information revolution, powered by the intersection of two of the most commanding knowledge transfer mechanisms of our time: the Gutenberg printing press and the Internet. This means that the period in which we now live is unique, and we benefit from the mixing and mingling of print and digital.

To illustrate and help guide you on your own transformational journey, we have scoured the globe to bring you a new trend report with potent examples that will hopefully inspire you to mix, match and marry the worlds of print and digital and to find your own marketing nirvana. Welcome to "Print in a Digital World 2018."

Enjoy the ride—things are about to get interesting.

Featuring Michael Chase, Chief Marketing Officer, St. Joseph Communications

10:15 am **Networking Break**

10:30 am **Research Roundup**

Get to Know the CMO: What Are the Mandates of Today's Top CMOs?

New research from the CMO Council outlines the CMO's mandate to drive business growth and improve customer experience impact and engagement. But how are leading global marketers achieving these goals? What are the primary roadblocks to success, and where are organizations struggling to align data, vendors and strategies to realize true omni-channel engagement at scale and in real time? This session presented by the CMO Council will showcase recent CMO Council research and findings.

Featuring Liz Miller, Senior Vice President of Marketing, CMO Council

11:00 am **Fireside Chat**

Aligning Around the Metrics and Measures of Today's Modern Marketer: What Are the Metrics, KPIs and Business Metrics Most Critical to Proving Success?

Often times, campaigns are deemed failures because metrics and measures were not established from the start. The intent of this session is to hear from brand marketing leaders about the shifting nature of metrics, including gaining insight into the measures for which today's CMOs are being held accountable, as well as the metrics marketers are establishing to prove true business ROI.

Featuring Chris Lynch, Chief Marketing Officer, Cision

TUESDAY, OCTOBER 17 (CONT'D)

11:30 am

Print Innovation

Greening the Supply Chain: Bringing Environmental Responsibility to the Marketing Supply Chain

Can printing be green? What are the latest innovations in green products that, when combined with exceptional content, can enhance the customer experience and demonstrate marketing responsibility? This session will showcase the latest innovations in green materials, technologies and strategies—from renewable materials and substrates to green processes—and share data and case studies outlining innovative green campaigns.

Featuring Don Carli, Senior Research Fellow, Institute for Sustainable Communication

12:00 pm

Break for Lunch

1:30 pm

Innovation Master Classes

The Power of Personalization: Tools and Technologies to Apply Data to the Physical Experience

As marketers have been perfecting the personalization of digital experiences in context to the customer's moments of need, physical touchpoints have largely been left to traditional strategies like mass publication, which lack localization. But technologies and strategies exist that enable physical touchpoints like print and direct mail to adopt the same level of personalization and contextual depth of digital touchpoints. This expert partner panel will share case studies of successful brands applying personalization to bridge physical and digital experiences and engagements.

Featuring Eric Weaver, Vice President of Communications and Marketing Services, Xerox

Navigating the New and Novel: Top Trends and Behaviors Impacting Go-to-Market Strategies

From shifts and changes in the future of advertising to innovations across direct mail, new research reveals new opportunities to shift go-to-market strategies in new and novel ways using some familiar and often overlooked channels and tactics. This session will share new research, revealing emerging trends that will shape strategies across marketing and advertising channels.

Featuring Mark Potter, CEO, Conduit

2:30 pm

Invention Sessions

One Great Idea: Crowd-Sourcing Fresh Strategies and Go-to-Market Campaign Ideas

With markets becoming more fragmented, segmented and complex, marketers have many more elements to manage and a real need to track campaign performance, value and ROI. Regaining control of this complexity can start with one great idea. Attendees will be divided into working groups, with each group consisting of brand marketers, service providers and technology vendor experts. These teams will tackle one go-to-market campaign, develop the outline for an omni-channel approach and should include at least one new innovation discussed in earlier sessions that would best engage customers through highly personalized experiences. Each presentation will be shared with the full group at the end of the day, with each team presenting the campaign concept and outlining the channels involved, the data and segmentation strategy, and the proposed measures and metrics to be used to outline success.

1 hour working group / 30 minutes for campaign presentations

4:00 pm

Event Concludes

6:30 pm

Networking Reception, Dinner and Awards Ceremony
