

AGENDA

The Future of Marketing

CX & CMO Think Tank

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May 29, 2025

Eastern Time

Registration

8:30 AM-9:00 AM

CHAIR

Morning Networking

9:00 AM-9:30 AM

CHAIR

Opening Remarks

9:30 AM-9:40 AM

CHAIR

VISION VOICES KEYNOTE

Shifting Customer Behaviors Amplify Uncertainty

9:40 AM-10:05 AM

Rapid advancements in technology and the growing importance of social media have led to significant changes in customer

behavior. Customers now expect personalized experiences, instant gratification, and a seamless omnichannel experience. These changes have created new challenges for businesses, as they struggle to keep up with evolving customer demands while also adapting to shifting market conditions. Companies that fail to respond to these changes risk losing market share and falling behind their competitors.

CHAIR

KEYNOTE

10:10 AM-10:35 AM

Focus On Employer Branding And The Employee Experience

CMOs are focusing on employer branding and the employee experience as competition for top talent intensifies. A strong employer brand can help attract and retain top talent, while a positive employee experience can improve engagement and productivity. CMOs are taking a multifaceted approach to improving these areas, including developing a clear employer value proposition, investing in employee training and development, and creating a supportive work culture. CMOs are also leveraging technology and data analytics to continuously monitor and improve the employee experience. By prioritizing employer branding and the employee experience, CMOs can drive long-term business success.

CHAIR

Coffee Break

10:35 AM-10:55 AM

CHAIR

VISION VOICES

10:55 AM-11:10 AM

Elevating Experiences: The CMO's Guide to Harnessing AI for Unparalleled Customer Engagement

Chief Marketing Officers (CMOs) need to explore the transformative impact of artificial intelligence on customer experience. In this dynamic discussion, we will unravel the strategic integration of AI technologies to not only meet but exceed customer expectations. Delve into practical insights on leveraging AI to personalize marketing strategies, optimize customer journeys, and create seamless, data-driven interactions. Discover how leading-edge AI applications can empower CMOs to cultivate deeper connections with their audience, foster brand loyalty, and drive marketing innovation in the ever-evolving digital landscape. This session is your gateway to unlocking the full potential of AI for unparalleled customer engagement and brand success.

CHAIR

DISRUPTOR

11:15 AM-11:30 AM

So, What About The Metaverse?

The metaverse has been a hot topic in recent years, and it's not just for gamers anymore. As technology continues to advance, the

possibility of a fully immersive virtual world becomes more and more feasible. This presents a unique opportunity for marketers to create entirely new customer experiences and engagement opportunities. However, it also poses challenges in terms of privacy, security, and ethical considerations. CMOs need to be aware of the potential of the metaverse and start thinking about how it could fit into their overall marketing strategy while also being mindful of these potential issues.

CHAIR

Lunch & Disruptor Showcase

11:30 AM-12:30 PM

CHAIR

LUNCH & DISRUPTOR SHOWCASE

12:10 PM-12:25 PM

Revolutionizing Customer Journeys: Advanced Strategies for CMOs to Enhance and Optimize the Customer Experience

As the world continues to shift to an evolving mobile workforce and a digital world, it is crucial for CMOs to prioritize enhancing and optimizing the customer experience. With customers relying heavily on digital channels and remote interactions, the customer experience has become even more critical in driving engagement, loyalty, and ultimately, business growth. CMOs must leverage data analytics, digital technologies, and cross-functional collaboration to develop and execute customer-centric strategies that address evolving customer needs and preferences. By providing a seamless and personalized customer experience across all touchpoints, CMOs can build brand loyalty and trust in a post-pandemic world, driving long-term business success. In today's competitive landscape, the CMOs who successfully prioritize and enhance the customer experience will be the ones who thrive.

CHAIR

VISION VOICES

12:30 PM-12:45 PM

Burdensome Cross-Functional Collaboration Yields Worse Organizational Outcomes

Cross-functional collaboration is essential for businesses to achieve their goals and drive growth. However, when collaboration is burdensome and poorly managed, it can lead to negative outcomes such as delays, miscommunication, and reduced productivity. This can ultimately harm the organization's bottom line and lead to employee dissatisfaction. To avoid these issues, companies must develop effective collaboration strategies that prioritize clear communication, goal alignment, and a shared vision.

CHAIR

PANEL

12:50 PM-1:35 PM

Strategic Insights: Maximizing Revenue Streams through Digital Platform Monetization

Unlock the secrets to turning your digital presence into a lucrative venture with this session tailored for CMOs and marketers. Delve into a comprehensive exploration of diverse revenue models, cutting-edge customer engagement techniques, and data-driven strategies that empower businesses to seamlessly monetize their online platforms. Attendees will walk away with invaluable insights into innovative methods, positioning their brands for sustainable profitability and dynamic growth in the fiercely competitive digital marketplace.

CHAIR

Networking Break

3:10 PM-3:30 PM

CHAIR

VISION VOICES

Disruptive Market Dynamics Erode Traditional Sources of Brand Value

1:55 PM-2:10 PM

The rise of disruptive technologies and changing consumer behavior has led to a shift in the sources of brand value. Traditional sources of brand value such as product quality and brand reputation are no longer enough to attract and retain customers. Instead, companies must focus on creating unique value propositions that resonate with their target audience. This requires a deep understanding of customer needs, effective communication strategies, and a willingness to innovate and experiment with new approaches. Companies that fail to adapt to these disruptive market dynamics risk losing relevance and market share.

CHAIR

FIRESIDE CHAT

Protect Advertising From Appearing Adjacent To Misinformation/Disinformation Content

2:15 PM-2:50 PM

In today's media landscape, the spread of misinformation and disinformation has become a major challenge for businesses. Not only does it pose reputational risks to brands, but it can also lead to financial losses. To address this issue, CMOs need to protect their advertising from appearing adjacent to such content by closely monitoring where their ads are being placed. They should also work with industry trade organizations, brand safety vendors, publishers, and advertising technology solutions to develop a comprehensive approach to brand safety. By doing so, CMOs can help safeguard their company's reputation and maintain consumer trust.

CHAIR

DISRUPTOR

Seamless Collaboration Strategies: Navigating the Crossroads of Growth and Success

2:55 PM-3:10 PM

In the dynamic realm of marketing and brand advancement, cross-functional collaboration is the linchpin for achieving business

objectives and propelling growth. However, the nuanced challenges faced by CMOs and marketers in managing collaboration can lead to detrimental outcomes such as delays, miscommunication, and reduced productivity. This session is tailored to empower marketing leaders, delving into the intricacies of effective collaboration strategies that prioritize crystal-clear communication, strategic alignment with marketing goals, and the cultivation of a shared vision. Join us to unravel the roadmap to successful collaboration, ensuring marketers steer clear of obstacles and drive their organizations toward prosperity in an ever-evolving landscape.

CHAIR

Networking Break

3:10 PM-3:30 PM

CHAIR

VISION VOICES

Strategies for Leveraging Data Analytics in Marketing

3:30 PM-3:45 PM

CMOs can harness the power of data analytics to optimize marketing campaigns. This session delves into innovative strategies, best practices, and real-world examples, providing a platform for CMOs to share insights on utilizing data-driven approaches for enhanced marketing effectiveness and ROI

CHAIR

DISRUPTOR

Embracing Omni-Channel Marketing: Navigating Seamless Customer Experiences Across Platforms

3:50 PM-4:05 PM

Dive into the realm of omni-channel marketing as CMOs and marketers discuss the intricacies of crafting cohesive customer experiences across diverse platforms. This session will explore strategies for seamless integration, personalized messaging, and data-driven insights to enhance customer engagement and loyalty in the ever-evolving landscape of multi-channel marketing.

CHAIR

VISION VOICES

2024 New Age Strategies: Elevating Customer Experiences, Aligning Marketing Initiatives with Customer-Centric Approach

4:10 PM-4:25 PM

Explore innovative approaches to enhance customer experiences by aligning marketing strategies with a customer-centric mindset. This round table discussion will delve into proven strategies, emerging trends, and collaborative insights from CMOs and Customer

Experience Leaders, fostering a dynamic exchange of ideas to drive meaningful connections and brand loyalty in today's competitive landscape.

CHAIR

Closing Remarks & Raffle Giveaway

4:25 PM-4:30 PM

CHAIR

Cocktail Reception

4:30 PM-5:30 PM

CHAIR

VISION VOICES KEYNOTE

Implementing AI: A Component of Modern Digital Strategy

9:40 AM-10:05 AM

Let's explore the significance of integrating AI into digital strategies, emphasizing its transformative impact on various industries. It delves into key considerations such as data-driven decision-making, personalized customer experiences, and operational efficiency. Additionally, the synopsis highlights the challenges associated with AI implementation, such as ethical concerns and the need for robust cybersecurity measures. Through the lens of real-world examples and industry insights, it underscores how a well-executed AI strategy can position organizations for success, driving growth, agility, and long-term sustainability.

CHAIR

KEYNOTE

The Future of Digital Strategy in a Rapidly Evolving Landscape

10:10 AM-10:35 AM

In the rapidly evolving landscape of digital strategy, this session delves into the core dynamics shaping the future of organizations. Emphasizing the pivotal role of data, it explores how businesses can leverage insights for strategic decision-making while navigating challenges related to privacy and ethics. The rise of artificial intelligence is scrutinized for its transformative potential, addressing both opportunities and ethical considerations in integrating machine learning and automation. Amidst technological advancements, a customer-centric approach emerges as crucial, emphasizing personalized experiences and meaningful connections. Additionally, the abstract considers the global context, acknowledging the impact of geopolitical shifts and regulatory changes on digital operations. In sum, this synopsis provides a concise overview of the multifaceted challenges and opportunities organizations must navigate to thrive in the ever-changing digital landscape.

CHAIR

DISRUPTOR

11:15 AM-11:30 AM

The Role of CDOs in Navigating Digital Transformation

A look into the pivotal responsibilities of Chief Digital Officers in steering organizations through the complexities of the digital age. This session explores their strategic initiatives, encompassing data-driven decision-making, innovative technologies adoption, and customer-centric approaches. Attendees will gain valuable insights into the CDO's role as a catalyst for transformative change, driving businesses towards digital maturity and sustainable growth

CHAIR

VISION VOICES

12:30 PM-12:45 PM

Monetizing Digital Platforms

Strategies for turning digital presence into profitable ventures. This session explores diverse revenue models, customer engagement techniques, and data-driven approaches, empowering businesses to effectively monetize their online platforms. Let's cover the impact and insights into innovative methods, ensuring sustainable profitability and growth in the competitive digital marketplace

CHAIR

PANEL

12:50 PM-1:35 PM

The Role of AI in Enhancing Digital Operations

Exploring the transformative influence of artificial intelligence on modern business processes. This session delves into how AI-driven technologies optimize digital operations, streamline workflows, and enhance efficiency. This Vision Voice will share insights into real-world applications, best practices, and the strategic integration of AI, empowering organizations to unlock new levels of productivity and innovation in the digital landscape.

CHAIR

VISION VOICES

1:55 PM-2:10 PM

Third Party Exposure

In today's interconnected business world, companies rely on vendors and suppliers for various services, which can pose significant cybersecurity risks. Third-party exposure is a major concern, as companies can be held liable for any data breaches or security incidents that occur due to the actions of their third-party providers. In 2024, this risk is expected to increase as companies continue to outsource work to third-party providers. This makes it more critical for companies to have effective security measures in place to properly secure third-party access. Failure to do so can result in data breaches, financial losses, and reputational damage. To mitigate this risk, companies must prioritize implementing comprehensive security measures that include vendor risk assessments, due diligence, contractual requirements, and ongoing monitoring. Additionally, companies must ensure that their third-party providers adhere to cybersecurity best practices and standards. By taking these proactive steps, companies can better protect themselves from the risks associated with third-party exposure in 2024 and beyond.

CHAIR

Leading with Data: Insights, Impact, and Governance

1:35 PM-1:55 PM

Harnessing insights, ensuring meaningful impact, and establishing robust governance structures, enabling leaders to make informed decisions, drive innovation, and foster a data-driven organizational culture effectively. Let's dive into the practical insights into maximizing data's potential, ensuring its relevance, and upholding ethical standards in today's data-driven business landscape.

CHAIR

PARTNERS

We are currently accepting partnership opportunities for this event.