C VISION INTERNATIONAL

AGENDA



The Future of CMO

CMO Think Tank

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June 03, 2027

Pacific Time

Registration	8:30 AM-9:00 AM
Morning Networking	9:00 AM-9:30 AM
Opening Remarks	9:30 AM-9:40 AM
KEYNOTE The New Mandate: What It Means to Lead Marketing Now	9:40 AM-10:05 AM

AI has handed CMOs creative firepower their predecessors could only dream of, the boardroom is finally treating marketing as a core driver of growth, and the leaders who get this moment right will shape how entire brands and industries move for years.
This opening keynote sets an ambitious tone for the summit, mapping the breakthroughs reshaping the discipline and the bold bets that turn disruption into a distinct market advantage.

PANEL

When the Customer Is an Algorithm: Marketing in the Age of AI Agents

10:10 AM-10:55 AM

Your next customer might not be human. People are already handing their buying decisions to AI agents that research, compare, and check out on their behalf, which means the entity you are trying to win over is increasingly a machine. So what happens to brand persuasion, storytelling, and loyalty when your audience is code? Can an algorithm feel a brand, or be talked into paying more?
This panel digs into how marketing changes when the buyer is a bot, and what leaders should be doing now before the agents take the wheel.

Coffee Break

10:55 AM-11:15 AM

KEYNOTE

Nobody Remembers the Safe Choice

11:15 AM-11:40 AM

The most beloved brands in the world all have one thing in common: at some point, they were brave. They backed a big idea, planted a flag, and trusted their instinct about where the world was heading. That courage is the most exciting tool a marketing leader has.
This session celebrates the power of bold marketing: the campaigns that made people feel something, the convictions that paid off, and the creative leaps that turned good brands into unforgettable ones, showing why thinking big isn't the risky path—it is the only one that gets remembered.

FIRESIDE CHAT

The Human Layer: How Trust Turns AI Into Advantage

11:45 AM-12:20 PM

AI can write, design, and personalize marketing at a scale and speed we have never had before. But as every brand rushes to automate, the thing that sets a company apart is no longer output—it is trust, and trust is still built by people.
This session looks at how the best marketers use AI to deepen real customer relationships rather than dilute them. We will address where personalization stops feeling helpful and starts feeling intrusive, and why humans must stay at the center of what gets designed—bringing the judgment, empathy, and taste that AI cannot replicate.

PANEL

Stop Buying Tools, Start Building Systems

12:25 PM-1:10 PM

Most companies chase AI by buying individual tools, then wonder why all they got was a pile of half-used apps and a lot of noise. The real win is building a machine that listens to what your customers and your people actually need, then acts on it at scale, again and again.
This panel explores how top marketing leaders turn technological signals into smart workflows and systems that show up where it counts: real productivity, real operational growth, and sustainable numbers.

Lunch

1:10 PM-2:10 PM

PANEL

Worth It or Hype? An Honest Look at the AI Tools Marketers Use

2:10 PM-2:55 PM

Forget the polished vendor demos and the sales decks. This session features your peers opening up their real toolkits and telling you the absolute truth: what they actually use every single day, what quietly got dropped, and what they would happily pay double for. With hundreds of tools fighting for your budget, nothing beats hearing it straight from people in your seat. Walk away with a battle-tested shortlist of what to deploy on Monday and what to skip entirely.

PANEL

Kill Your Dashboard: Rebuilding How We Measure Marketing

3:00 PM-3:45 PM

Half the numbers on your corporate dashboard look great and mean absolutely nothing. Impressions, likes, and open rates are vanity metrics that win internal applause but lose critical budget fights. Now that GenAI is shifting how creative work gets done, old scorecards are cracking right when effectiveness is up for grabs.
This session gets real about what actually counts: the metrics that earn a seat in the boardroom, the ones worth deleting today, and the calls where human executive judgment still beats the algorithm.

Networking Break

3:45 PM-4:00 PM

PANEL

Place Your Bets: Marketing's Next Five Years

4:00 PM-4:45 PM

Forget vague, hand-waving predictions about "the future of marketing." This forward-looking panel gets highly specific. Sharp marketing executives each put real bets on the table: the roles that won't exist in five years and the ones that will, the budgets about to move, the skills worth hiring for right now, and the industry assumptions that are quietly about to break. Everyone leaves with a short list of bold moves to make this year while there is still a competitive edge in making them early.

Closing Remarks & Raffle Giveaway

4:45 PM-4:50 PM

Cocktail Reception

4:50 PM-5:30 PM

PARTNERS

We are currently accepting partnership opportunities for this event.