



Build Trust.  
Inspire Audiences.  
Differentiate Your Brand.



## 2015 **Annual Corporate Brand and Reputation**

### CONFERENCE

**Staying Ahead of Change  
and Preparing for 2020**

Conference:

June 9-10, 2015

Westin New York at  
Times Square

Pre-Conference Seminar:

June 8, 2015

The Conference Board  
Conference Center

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# Pre-Conference Seminar

Monday, June 8, 2015

The Conference Board Headquarters

12 – 6 PM

## Storytelling for Business: How to Create a Narrative That Inspires Action and Changes Behavior

Storytelling is the foundation of human understanding and defines true authenticity. As Aristotle once said, “You don’t influence people through intellect, you do it through emotion.” A great story IS emotion. It is how to truly build empathy and understanding and is the strongest motivation to action. A great story ensures passion and memorability. It has also been proven to evoke neurological response.

The same principles and insights that make your favorite stories on stage, page and screen can be used to develop strong branded innovations, meaningful consumer experiences, inspiring communications or just a more immersive Powerpoint.

This storytelling presentation and workshop program will cover the foundations and principles of storytelling along with some hands-on story tools and processes to apply to your projects. Beginning with phases of defining and understanding story, we will talk story fundamentals and mythology and explore how story structures and patterns can be used across an infinite array of problems ranging from strategy and branding, to overall better communications with important stakeholders. Then, by leveraging several “Hollywood-esque” tools and approaches, we will work on your stories; making them richer, more focused, and engaging.

By learning and leveraging these storytelling principles and methods you will be able to create better product, brand, organization and personal stories.

Pre-Conference Leader Shane Meeker will cover a range of topics, including:

- What is Story? - Creating an understanding of its meaning and why it works so well
- Great Story Basics - What are the “Fab 5” of all great stories?
- Leveraging Story Structures - Understanding narrative structures, their application, development and forms
- The Role of Mythology - Its role in human, brand and science understanding and communication
- The Narrative Recipe - The key ingredients/principles of any good story
- The Quest Model - The Hero’s Journey and how to use it as a strategy and creative tool
- Story Tools and Techniques - Using tools, like pitch, theme, genre, meaning and a three- and eight-step story framework to create your narrative

### Benefits of attending:

- Better understand the role storytelling plays in both our personal and professional lives
- Better coach your teams/management on how to use storytelling to communicate, inspire and develop/implement strategy
- Develop a common language to critique stories
- Define actionable ideas, story tools and methods to develop a variety of different business narratives
- Be able to clearly identify your audience’s needs, obstacles and desires in the stories you create
- Be a better storyteller

Pre-conference Leader:

**Shane Meeker**, Corporate Storyteller & Company Historian,  
**The Procter & Gamble Company**

# Agenda

## Day 1: Tuesday, June 9, 2015 Westin New York at Times Square

Registration and Continental Breakfast: 8:15 – 9 am

Welcome and Introductions: 9 – 9:15 am

Conference chair:

**Cammie Dunaway**, Board Member and former U.S. President,  
**Kidzania**

9:15 – 9:45 am

### Five Trends That Will Challenge and Change Brands and Business in the Next Five Years

Even years after the digital revolution, the pace of change – and what it means for business – is accelerating. Start-ups like Uber and Airbnb are creating upheaval in industries once thought to be relatively immune to it. The Internet of Things is transforming how we interact with everything around us. And smartphone technology has forever changed how people shop. It all begs the question of what trends companies should keep an eye on in the *next* five years. In this special session, Maggie Fox tells you what lies ahead.

Presenter:

**Maggie Fox**, Global SVP Digital Marketing, **SAP**

Panel Discussion: 9:45 – 10:30 am

### Measuring What Matters: Mapping Analytics to Your Brand Objectives

You can collect all of the data in the world, but if it doesn't contain insights that move your business forward, a mound of data isn't worth a hill of beans. Analytics need to uncover the answers to such important questions as: Where are our customers most likely to buy? What is the value of social media engagement with my target? And, crucially, is the data we're gathering – and the insights it gives – actually mapping to brand goals? In this breakout session, attendees will learn how to measure what matters, and make what is measured actionable.

Moderator:

**Joan Sinopoli**, VP/Group Client Director, Consulting Brand and Communications Solutions Champion,  
**Nielsen Consumer Insights North America**

Panelists:

**Mike Linton**, Enterprise Chief Marketing Officer,  
**Farmers Insurance Group of Companies**

**Natasha Hritzuk**, Senior Director of Global Consumer Insights,  
**Microsoft Advertising**

**James Mathewson**, Program Director/Global Search Marketing,  
**IBM**

**Andrea Fabbri**, Director of Strategy, BrandingBusiness

Networking Break: 10:30 – 11am

Stretch your legs, open your mind and meet some of the other attendees during this peer-to-peer activity which will draw on topics we have covered so far.

11 – 11:45 am

### CMO Confidential: An Interview with Harley-Davidson CMO, Mark-Hans Richer

In this informative Q&A session, Jenny Rooney, Forbes.com's CMO Network Editor and one of the nation's sharpest marketing reporters, interviews Harley-Davidson CMO, Mark-Hans Richer.

Interviewer:

**Jenny Rooney**, CMO Network Editor, **Forbes.com**

Interviewee:

**Mark-Hans Richer**, CMO, **Harley-Davidson**

Presentation: 11:45 am – 12:15 pm

### Deepening Client Engagement With Effective Social Programs

Social marketing is all about engagement, but that doesn't mean it's easy to do. In this presentation, TD Ameritrade's Sunayna Tuteja demonstrates how the company has had success at this difficult -- yet rewarding -- skill.

Presenter:

**Sunayna Tuteja**, VP/Social Media and Digital Communications,  
**TD Ameritrade**

Networking Luncheon: 12:15 – 1:15 pm

Onstage Q&A: 1:15 – 1:45 pm

### Building a Brand Newsroom, Creating an Always-On Editorial Team

As more brands take on the role of media companies, Marriott International is creating a new global content studio to help the hospitality giant develop and curate content on an unprecedented scale. In this onstage Q&A, David Beebe, Marriott's VP, Global Creative & Content—and a veteran of Disney-ABC Television—will discuss the company's plans to be one of the largest and most innovative publishing houses in branding with Mike Shields, senior editor, *The Wall Street Journal*. Come hear how great content—from videos and music to books—builds community and drives commerce.

Interviewer:

**Mike Shields**, Senior Editor, *The Wall Street Journal*

Interviewee:

**David Beebe**, VP, Global Creative & Content, **Marriott International**

Concurrent Sessions: 1:45 – 2:30 pm

Breakout Session A:

### Hiring to Win: Building and Managing Digital Teams for Fast-Moving Times

Everyone in marketing has the same challenge: hiring and managing talent not only steeped in how to promote products and services, but with the digital expertise to pull it off. As only one example, a 2013 study showed that only eight percent of companies thought their team was strong across the board in digital marketing. Navigating a shortage of people with the right expertise is a near-universal problem. It doesn't have to be this way. During this session, fellow marketers will share how they've bridged the digital talent gap, and how you can do the same.

Moderator:

**Marie Ford**, Consultant, Financial Services and Marketing Officer Practice, **Spencer Stuart**

Panelists:

**Simon London**, Director of Digital Communications, **McKinsey**  
**Michael Scissons**, Head of Global eCommerce,  
**Anheuser-Busch InBev**  
**Jason Bartlett**, VP/Digital Marketing & eCommerce, **Pitney Bowes**

Breakout Session B:

### Social Media Rules of the Road for Companies in Highly Regulated Industries

Yes, your target market is on social media, but if you are in a highly-regulated industry can you – and should you – be there, too? The answer is yes, especially since consumers increasingly expect their concerns to be addressed. During this breakout session you'll hear how companies in regulated or conservative industries, such as financial services and pharmaceuticals, can use social media responsibly—and responsively—to enhance their relationships with customers.

Moderator:

**Mercedes Cardona**, Editor, *The Economist's* Lean Back Blog, Contributing Writer, **CMO.com**

Panelists:

**Matt Smith**, Partner, **Davis & Gilbert**  
**Amy O'Connor**, Senior Director/Digital and Social Media Communications, **Eli Lilly and Company**  
**Daniel Allocca**, VP/Strategic Initiatives, Corporate Communications Group, **PIMCO**  
**Jax Russo Curtin**, Senior Counsel/Director, **Heineken USA**

2:30 – 3 pm

### Inside Out: Building Corporate Engagement, Reputation Through Employees

Building brand reputation among B2B and B2C companies starts at home, with engaged employees. This isn't easy—particularly when there are internal issues that keep your most powerful and socially empowered workforce from becoming advocates. All companies can learn from Luck Cos., a B2B company with a large—and amazingly engaged—workforce despite some unbelievably tough working conditions. It wasn't always this way. Our speaker will

share its story, discuss its values-based leadership approach, and offer tips for other brand marketers.

Presenter:

**Mark Fernandes**, Chief Leadership Officer, **Luck Companies**

Networking Break: 3 – 3:22 pm

3:22 – 3:30 pm

### Bright Bites: Eight Minutes of Inspiration

Hear from a speaker who knows how to inspire – and in only eight minutes.

Speaker:

**Kristin Spies**, Customer and Logistics Services - NA Strategy and Capabilities, **Johnson & Johnson Healthcare System**

Presentation: 3:30 – 4 pm

### Harnessing the Power of Customer Experience to Differentiate Your Brand



Sponsor:

Your brand is a promise you make to customers and customer experience is the way that promise is delivered. In this presentation, you will learn how to build trust and loyalty by making customer experience exceptional – and learn how to do it consistently.

Presenters:

**Michael Starr**, Principal, **Strativity Group**  
**Tim McAdow**, Director of Corporate Brand, Creative and Events, **CUNA Mutual Group**

Panel and Presentation from MENG: 4 – 5 pm

### A Study from MENG: What Do Leading Brand Executives Really Think?

As media continues to fragment and digital tactics proliferate, what do senior marketing executives see as their biggest challenges and most exciting opportunities? To determine the answers, The Conference Board, in collaboration with the Marketing Executives Networking Group (MENG), commissioned a study throughout the United States, and the key findings on what the marketing community is thinking will be shared with attendees. Based on its results, a panel of senior executives will discuss what they think will happen next and what is simply hype. No pulling punches or vague generalities...just candid assessments of what will likely generate successful outcomes.

Moderator:

**Larry Chiagouris**, Professor of Marketing, **Pace University**

Panelists:

**Alan Antin**, VP/Professional Markets, **Nuvita**  
**Stephanie Fierman**, Chief Marketing Officer, **MediaCom**  
**Christine A. Fitzgerald**, Director/Member Communications and Engagement, **Nurtur Health, Inc.**  
**Brian Harrington**, Chief Marketing Officer, **Zipcar**

Networking Cocktail Reception: 5 – 6 pm

# Agenda

## Day 2: Wednesday, June 10, 2015

Continental Breakfast: 8 – 8:40 am

### Round Table Topic Discussions and Networking

Welcome Back: 8:40 – 8:45 am

Panel Discussion: 8:45 – 9:30 am

### Social Thought Leadership: Tapping Executives and Employees to Tell Your Brand Story

Corporate brands are built on reach, reputation and relationships, enabled today by people—and social media. LinkedIn, Twitter, Facebook and corporate blogs are some of the outlets that give executive thought leaders the ability to drive conversations, shape brand perceptions and humanize corporate brands through the content they create. These tools also allow employees to be tapped as persuasive brand ambassadors. What are the best ways to create social thought leadership programs that amplify your marketing message? Our savvy panelists will share tips, best practices—and a few cautionary tales.

Moderator:

**Christa Carone**, Corporate EVP, Fidelity Investments

Panelists:

**Allyson McDonald**, Global President Ellevest, Partner Ellevest Asset Management, Pax Ellevest

**Dana Gandsman**, Senior Director, Reputation Communications, Pfizer

**Josh Machiz**, Director of Integrated Marketing, Nasdaq

Panel Discussion: 9:30 – 10:07 am

### Border-Busting Brands: Telling Brand Stories Across Cultures

Creating and sustaining a global brand takes a lot more than an international team, strategically placed offices and local takes on corporate initiatives. It's important to tie local promises to global concerns and make sure your people are telling the same story even if it's being shared in different languages. Sometimes, as one speaker will share, it takes creating your own language. Our panelists will share their stories—enlightening, informative and entertaining—of building new brands and repositioning established ones across countries and cultures.

Moderator:

**Jim Cooper**, Editorial Director, *Adweek*

Panelists:

**Cammie Dunaway**, Board Member and former U.S. President, Kidzania

**Kate James**, Chief Corporate Affairs Officer, Pearson

10:07 – 10:15 am

### Bright Bites: Eight Minutes of Inspiration

A lot of inspiration, and in only eight minutes!

Speaker:

**Chrysanne Lowe**, VP/Global Marketing Communications, Head of House, Elsevier

Refreshment Break: 10:15 – 10:30 am

Panel Discussion: 10:30 – 11:15 am

### How to Turn Time-Honored Brand Positioning into 21<sup>st</sup> Century Relevance

Every leader hopes to build a business and a brand that endures. But organizations that thrive for decades must constantly re-evaluate their offerings, their reputation, and their approach to marketing and brand building. This is especially true for long-established brands that must stay true to their mission and vision while ensuring that their marketing, in terms of both medium and message, resonates with young audiences. In this enlightening session, brand leaders will share candid stories of how they are turning time-honored positioning into 21<sup>st</sup> century relevance.

Moderator:

**MaryLee Sachs**, Founder & CEO, BrandPie Inc.

Panelists:

**Jed Bernstein**, President, Lincoln Center

**Kenneth Darby**, Director, Global Advertising and Brand Management, Lockheed Martin

Panel Discussion: 11:15 am – 12 pm

### Going Viral: The Secret Behind Killer Creative Executions

Marketers always want content that goes viral – willingly shared by consumers over and over again. What makes content catch fire? Who are some of the most successful viral B2B and B2C marketers of the last few years? What strategies do they use to gain initial distribution? And how do they optimize it once it's out in the marketplace? Come to this session and learn from those who've nailed it.

Moderator:

**Stuart Elliott**, Former Advertising Columnist, *The New York Times*

Panelists:

**J. Archie Lyons IV**, Creative Director, Global Brand Marketing, Caterpillar, Inc.

**Richard Guest**, President, North American Operations, Tribal Worldwide

**Lee Maicon**, Chief Strategy Officer, 360i

**Rebecca Bond**, Co-founder, Evolve

Wrap Up & Evaluation: 12 pm

### Closing Remarks

