

EXECUTIVE MARKETER SUMMIT

AGENDA

MONDAY, MAY 12

Note: All times are CDT

8:00-11:30 am	Optional Pre-Summit Meet-Up » AMA Office, One Two Pru Building, 130 E. Randolph, 22nd Floor (7-minute walk from Summit venue) <i>Check in at the AMA booth in the One Two Pru lobby to receive your visitor pass. AMA staff will escort you upstairs. Drop by to network with fellow attendees over light refreshments and use the workspace to take a call or get work done before the Summit begins.</i>
11:30 am-1:00 pm	Registration » The Tank, 1st Floor
Noon-1:00 pm	Lunch & Networking » The Tank, 1st Floor
1:00-1:15 pm	Welcome Remarks » Stagg Court, 4th Floor
1:15-2:00 pm	AI + Beyond: The Holy Grail to the Future of Bold Marketing? » Stagg Court, 4th Floor
2:00-2:30 pm	Small Group Discussion » Stagg Court, 4th Floor
2:30-3:15 pm	Personalization: The New Competitive Battleground » Stagg Court, 4th Floor
3:15-3:30 pm	Break
3:30-4:15 pm	Disrupting in the Face of Disruption » Stagg Court, 4th Floor
4:15-4:45 pm	Small Group Discussion » Stagg Court, 4th Floor
4:45-5:30 pm	Seeing Around Corners: What Every Leader Wants and Needs to Know » Stagg Court, 4th Floor
6:00-8:00 pm	Dinner & Networking » The Game Room, Chicago Athletic Association

continued »



Full Agenda:
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AGENDA continued

TUESDAY, MAY 13

Note: All times are CDT

8:00-9:00 am	Breakfast & Networking » The Tank, 1st Floor
9:00-9:45 am	Future Proofing with Talent » Stagg Court, 4th Floor
9:45-10:15 am	Small Group Discussion » Stagg Court, 4th Floor
10:15-10:30 am	Break
10:30-11:15 am	Trailblazer Talk » Stagg Court, 4th Floor
11:15 am-Noon	Seizing the Strategic Leadership Opportunity » Stagg Court, 4th Floor
Noon-12:30 pm	Small Group Discussion » Stagg Court, 4th Floor
12:30-1:30 pm	Lunch & Networking » The Tank, 1st Floor
1:30-2:15 pm	Turn Insights into Action » Stagg Court, 4th Floor
2:15-2:30 pm	Closing Remarks » Stagg Court, 4th Floor



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