



CMO TALENT CHALLENGE

Mentor. Market. Mobilize.



Getting Started

cmotalentchallenge.ana.net/
[#TalentFWD](https://twitter.com/TalentFWD)

NOTE: This toolkit will be updated frequently with new resources, templates and information.



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Thank you for accepting the CMO Talent Challenge!

AS A COLLECTIVE BODY, WE COMMIT TO

MENTOR

Make talent development and training a top priority for you in 2017

MARKET

Commit to “marketing marketing” by spending 5+ hours speaking with college students in 2017

MOBILIZE

Drive broader engagement through industry-wide collaboration and culture building.
Participate in ANA/AEF talent study.

#TalentFWD



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Mentor: Development & Training

Here are some helpful resources to keep your teams current within the changing marketing landscape:

Functional skill-building training programs:

- ANA's School of Marketing
<http://www.ana.net/schoolofmarketing>
- 4A's training <https://www.aaaa.org/home-page/your-career/training-programs/>
- IAB training
<https://www.iab.com/topics/learning/>
- LinkedIn
<https://learning.linkedin.com/in/general>

Corporate Training Consultancies:

KANTAR VERMEER

- <http://www.mbvermeer.com/excellence/>



- <https://generalassemb.ly/corporate-digital-training>

Other resources will be added regularly. Contact Lisa Guhanick with questions at lguhanick@ana.net



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Market: Connecting with Students

A key component of the CMO Talent Challenge is connecting CMOs with the potential marketers of the future, just as they're starting to consider career paths.

And while speaking on college campuses is an extremely rewarding experience, we want you to make the most out of this great opportunity to engage students.



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Market: Connecting with Students (cont'd)

7 TIPS for an engaging and effective presentation:

1. Speak from personal experience
2. Show plenty of creative and examples where possible, especially video
3. Select brands/campaigns students can relate to
4. Save plenty of time for Q&A
5. Know your audience- customize presentation for the level of students. Present basic concepts to intro level classes and complex concepts to MBA students.
6. Have a conversation with the host professor(s) about the content of the presentation, expectations and logistics, including A/V requirements.
7. Balance the presentation between curriculum related content and information about careers. A good presentation might look like this:
 - 30 minutes for curriculum based topic
 - 20 minutes for career related material
 - 15 minutes for Q&A



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Market: Connecting with Students (cont'd)

This list includes schools where the ANA's Advertising Educational Foundation (AEF) has relationships with marketing departments and can assist in securing your speaking engagement. Please contact the AEF at sp@AEF.com for assistance.

Alabama

Alabama State University
University of Alabama

California

California State University, Fresno
California State University, Fullerton
California State University, Long Beach
California State University, San Marcos
Occidental College
San Diego State University
Santa Clara University
University of California, Berkeley
University of California, Davis
University of California, Los Angeles
University of California, San Diego
University of California, Santa Barbara
University of San Diego
University of San Francisco
University of Southern California

Colorado

Colorado College
Colorado State University, Pueblo
University of Colorado

Connecticut

Middlebury College
Quinnipiac University
Trinity College
University of Connecticut
University of Hartford
Yale University

Delaware

Delaware State University

Contact: For help connecting with a school, contact Sara Parrish 212-986-8060 or sp@AEF.com



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Market: University/College List (cont'd)

Florida
Florida State University
University of Florida
University of Miami

Georgia
Emory University
Georgia Institute of Technology
Georgia State University
Morehouse College
Savannah State University
University of Georgia

Illinois
DePaul University
Illinois Wesleyan University
Loyola University Chicago
Northwestern University
University of Chicago
University of Illinois at Urbana-Champaign

Indiana
DePauw University
Indiana University
Purdue University
University of Notre Dame

Louisiana
Tulane University
University of New Orleans
Xavier University of Louisiana

Maine
Bowdoin College
Colby College

Maryland
Johns Hopkins University
Morgan State University
Towson University
University of Maryland

Massachusetts
Babson College
Boston College
Boston University
Brandeis University
Clark University
Harvard University
Northeastern University
Simmons College
Tufts University
University of Massachusetts, Amherst
Wellesley College
Williams College

Michigan
Michigan State University
University of Michigan

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Market: University/College List (cont'd)

Minnesota
Carleton College
Macalester College
University of St. Thomas

Mississippi
University of Southern Mississippi

Missouri
Washington University in St. Louis

Nebraska
University of Nebraska-Lincoln

New Hampshire
Dartmouth College

New Jersey
Princeton University
Rutgers University

New York
Barnard College
Baruch College
Columbia University
Cornell University
Fordham University
Hamilton College
Ithaca College
New York University
Pace University
Rensselaer Polytechnic Institute
Rochester Institute of Technology
Sarah Lawrence College
Skidmore College
Stony Brook University
Syracuse University
Union College
University of Rochester
Vassar College
Yeshiva University

North Carolina
Davidson College
Duke University
Elon University
University of North Carolina at Chapel Hill
Wake Forest University

Ohio
Case Western Reserve University
Kent State University
Miami University
Ohio University
Ohio Wesleyan University
The Ohio State University
University of Dayton

Oklahoma
Oklahoma State University

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Market: University/College List (cont'd)

Pennsylvania
Bryn Mawr College
Drexel University
Franklin & Marshall College
Lafayette College
Lehigh University
Muhlenberg College
Pennsylvania State University
Swarthmore College
Temple University
University of Pennsylvania
University of Scranton
Villanova University

Rhode Island
Brown University
Bryant University
University of Rhode Island

South Carolina
Winthrop University

Tennessee
Tennessee State University
The University of Tennessee, Knoxville
Vanderbilt University

Texas
Rice University
Southern Methodist University
Texas A&M University
Texas Christian University
Texas State University
The University of Texas at Austin

Utah
Brigham Young University

Vermont
University of Vermont

Virginia
College of William and Mary
Hampton University
University of Virginia
Virginia Commonwealth University
Washington and Lee University

Washington DC
American University
George Washington University
Georgetown University
Howard University

Wisconsin
Marquette University
University of Wisconsin, Madison

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Mobilize: Participate in industry-level initiatives and research



The AEF Pathways 2025 study will help bridge the disconnect between business and academia.

Please take note when you are sent a link in early 2017 to participate.

Additional research to be made available throughout 2017.

Questions?

- General: Nick Primola (CMO Talent Challenge)
212-455-8029 or nprimola@ana.net
- Learning Resources: Lisa Guhanick (ANA School of Marketing)
212-455-8076 or lguhanick@ana.net
- Connect with Schools: Sara Parrish 212-986-8060
or sp@AEF.com

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