

2017 ANA MASTERS OF MARKETING CONFERENCE AGENDA

Wednesday, October 4

Time	Event	Sponsor	Location
12:00 p.m.	Registration Opens		Central Atrium
1:00 p.m.	Golf Tournament	In partnership with LPGA	Hawk's Landing Golf Club
1:00 p.m.	Tennis Tournament	In partnership with WTA	Tennis Courts
2:00 p.m.	Conference Kickoff Sessions <ul style="list-style-type: none"> The Challenger Brand Advantage (2:00 p.m.–3:00 p.m.; repeated 3:15 p.m.–4:15 p.m.) - John Harmeling, Grant Thornton; Mike Hensley, gyro Chicago Data and the Ideal State of Measurement (2:00 p.m.–3:00 p.m.; repeated 3:15 p.m.–4:15 p.m.) - Cathy Novelli, Quantcast AEF Symposium – Brands in Crisis: Authenticity, Relevance and the Quest for Safety Part One: Brands in Crisis: Forces of Change (2:00 p.m.–3:00 p.m.) - Paul Kurnit, Pace University, PS Insights; Scott Hagedorn, Hearts & Science Part Two: Brands in Crisis: Truth About America (3:15 p.m.–4:15 p.m.) - Erik Geisler, Facebook; Arvind Raman, McCann Truth Central - George Newman, Yale University; Scott Hagedorn, Hearts & Science 		Crystal H Crystal J1, K, L Crystal A, B, G1
6:00 p.m.	Opening Reception	Comcast Spotlight	Falls Pool Deck
7:30 p.m.	Opening Night Dinner • Special performance by Cheap Trick	A+E Networks with entertainment provided by Westwood One	Palms Ballroom
10:00 p.m.	Post-Reception	Amobee	Crystal H

Thursday, October 5

7:00 a.m.	Breakfast • Mike Tirico, NBC Sports • Johnny Weir, Former Olympic Athlete, NBC Sports • Tara Lipinski, Former Olympic Athlete, NBC Sports	NBCUniversal	Palms Ballroom
8:00 a.m.	General Session • Bob Liodice, ANA • Marc Pritchard, Procter & Gamble • Kristin Lemkau, JPMorgan Chase		Cypress Ballroom
10:00 a.m.	Networking Coffee Break	Bionic Advertising Systems	Foyer
10:30 a.m.	General Session Resumes • Tony Rogers, Walmart • Uwe Ellinghaus, Cadillac • Brian Beitler, Lane Bryant, Inc.		Cypress Ballroom
12:30 p.m.	Luncheon • Jim Lecinski, Google	Google	Palms Ballroom
Ongoing	Networking Coffee Break		Foyer
2:15 p.m.	General Session Resumes • Pio Schunker, Samsung Electronics • Crane Kenney, Chicago Cubs • David Selby, SCC		Cypress Ballroom
5:30 p.m.	ANA CEO Business Meeting for Client Side Marketer Members*	Active International	J1/L/K
6:30 p.m.	Reception	AppNexus	Falls Pool Deck
7:30 p.m.	Dinner and Entertainment • Special performance by Shania Twain	iHeartMedia	Palms Ballroom
10:00 p.m.	Post Reception	comScore	Crystal H
11:00 p.m.	Keeping It Real: Nucleus After-Hours Party**	Nucleus Marketing Solutions	Hawk's Landing Steakhouse & Grille

*Open to ANA Client Side Marketer Members only **Limited Capacity

Friday, October 6

7:00 a.m.	Breakfast • Jim Cochrane, U.S. Postal Service	U.S. Postal Service	Palms Ballroom
8:00 a.m.	General Session • Bob Liodice, ANA • Kevin Hochman, KFC U.S. • Eric Baldwin, Wieden+Kennedy • Lili Tomovich, MGM Resorts International		Cypress Ballroom
9:45 a.m.	Networking Coffee Break	Ebiquity	Foyer
10:15 a.m.	General Session Resumes • Rand Harbert, State Farm • Paul Gunning, DDB Chicago • Emily Callahan, St. Jude Children's Research Hospital ALSAC • Eric Reynolds, The Clorox Company		Cypress Ballroom
12:15 p.m.	Luncheon • Sarah Personette, Facebook	Facebook	Palms Ballroom
Ongoing	Networking Coffee Break		Foyer
2:00 p.m.	General Session Resumes • Maurice Herrera, Weight Watchers International, Inc. • Antonio Lucio, HP		Cypress Ballroom
6:30 p.m.	Reception		Falls Pool Deck
7:30 p.m.	Evening of Passion, Purpose, and Performance • Special performance by Jordin Sparks and Javier Colon	Meredith	Palms Ballroom
10:00 p.m.	Post-Reception/Silent Auction to benefit victims of Hurricanes Irma and Harvey	Meredith	Palms Foyer

Saturday, October 7

7:30 a.m.	Breakfast • David U. Simon, SteelHouse	SteelHouse	Cypress Ballroom
Ongoing	Networking Coffee Break		Foyer
8:30 a.m.	General Session • Bob Liodice, ANA • Paul Alexander, Eastern Bank • Aria Finger, DoSomething.org • Elliot Lum, AEF • David Fleming, Donate Life • Matt Williams, The Martin Agency		Cypress Ballroom
11:30 a.m.	Conference Adjournment		