

BRAND INSPIRATION  
**FORUM 2018:**  
A CMO COUNCIL ELITE RETREAT

# AGENDA

CHICAGO, ILLINOIS

**TUESDAY, OCTOBER 2, 2018**

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- 8:30 am **Welcome to the Brand Inspiration Forum**
- 8:45 am **Opening Keynote**  
*Reinventing OmniChannel Engagement*  
Bringing Traditional Back Into View
- 9:15 am **Marketer Panel**  
*Performance Marketing in a Connected World*  
Where, How and Why are CMOs Transforming How Marketing Performs  
  
Featuring: Julia Fitzgerald, Vice President of Marketing, Thermos  
Paul Hayward, Chief Content Marketing Officer, Sears Holdings, Founding Member of InCight Consulting
- 9:45 am **Brand Inspiration Showcase**  
*How It Came Together*  
A case study outlining an innovative and transformative omnichannel campaign, including digital and offline touchpoints, with measurable outcomes tied to revenue/growth
- 10:00 am **Keynote**  
*Teams of Tomorrow*  
The teams, talent and the transition into the workplace of tomorrow
- 10:30 am **Coffee Break**
- 10:45 am **Industry Panel**  
*Tuning into Innovation*  
What's new and novel in omnichannel engagement. Industry panel to discuss new strategies to connect online engagements with offline experiences
- 11:15 am **Brand Inspiration Showcase**  
*How It Came Together*  
A case study outlining an innovative and transformative omnichannel campaign, including digital and offline touchpoints, with measurable outcomes tied to revenue/growth

11:45 am

### **Fireside Chat**

#### ***Get to Know: Procurement***

Hear from a senior procurement leader to gain insights into how modern procurement manages both vendors and marketers

Featuring: Jay Sklar, Chief Procurement Officer, HUB International

12:15 pm

### **Closing Remarks**