FUTURE OF DATA AND IDENTITY

EXECUTIVE SUMMIT

Transforming Digital Chaos into Customer Common Sense

Come to this exclusive, invitation-only event to learn more about the changes and trends shaping the marketing and advertising ecosystem - and how Acxiom and IPG plan to face them. We'll examine how moves made by dominant players in the ecosystem impact marketing, with concrete strategies to build and improve future resilience. This intimate gathering offers networking opportunities as well as direct access to the thought leaders at the forefront of the conversations shaping the direction of marketing today and tomorrow.

TUESDAY, SEPTEMBER 21, 2021

6:30-8:30 p.m. Dinner at Maple & Ash
8 W. Maple Street, Chicago, IL, 60610
Please note this is a 7-minute walk from the hotel.

WEDNESDAY, SEPTEMBER 22, 2021

8:00-8:30 a.m. Breakfast and Welcome

8:30-9:15 a.m. Adtech and Martech Convergence and What It Means For You

SPEAKERS:
John Baudino, SVP Data and Identity Sales and Partnerships
Dana Goff, VP Industry Strategy
Mike Wagner, Senior Vice President & Industry Managing Director, Consumer Brands Group

9:15-10:00 a.m. State of Identity:
Dave Frankland is a consultant and author who has spent more than 20 years working with companies to help them understand customer expectations and value, and to define and execute winning customer relationship strategies to help clients grow their business

10:00-10:15 a.m. BREAK

10:15-11 a.m. UID 2.0: Its Impact on the Digital Ecosystem:

SPEAKERS:
Gloria Ward, VP Identity Strategy, Acxiom
David Danziger, VP Data Partnerships, The Trade Desk

11:00-11:45 a.m. Marketing Trends in an Ongoing Pandemic: Perspectives by Industry:

MODERATOR:
Lorel Wilhelm-Volpi, Partner Marketing Leader

SPEAKERS:
Michele Fitzpatrick, Retail Industry Strategy Consultant
Karen Imbrogno, Sr. Insurance Industry Strategist
Julie Donovan, Sr. Financial Services Strategist

11:45 a.m.-12:45 Networking Lunch with topic roundtables

1:00-3:15 p.m. Break-out sessions, with everyone circling through each session.

- How to grow your consent-based, first-party data assets
  SPEAKER: Bill Vaillancourt, Industry Strategist
- Getting started with real-time personalization
  SPEAKER: Michele Fitzpatrick, Retail and Consumer Brands Strategy Consultant
- Data and Identity Predictions for 2022
  SPEAKER: John Baudino, SVP Data and Identity Sales and Partnerships

3:00-3:45 p.m. Closing Remarks:
John Baudino, SVP Data and Identity Sales and Partnerships

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