FUTURE
OF DATA AND IDENTITY
EXECUTIVE SUMMIT

Transforming Digital Chaos into Customer Common Sense

Our exclusive, invitation-only event at the Four Seasons in Chicago provides the opportunity to learn more about the changes and trends that are shaping the marketing and advertising ecosystem – from identity resolution to the demise of third-party cookies to privacy legislation on the horizon, to name a few. This intimate gathering not only offers networking opportunities but also direct access to the thought leaders at the forefront of the conversations shaping the direction of marketing today and tomorrow.

MONDAY, SEPTEMBER 20, 2021

6:30-8:30 p.m.	Dinner at Gibson's Restaurant **1028 N Rush St, Chicago, IL 60611** Please note this is a 6-minute walk from the hotel.

TUESDAY, SEPTEMBER 21, 2021

8:00-8:30 a.m.	Welcoming Remarks: **John Baudino,** SVP Data and Identity Sales and Partnerships
8:30-9:15 a.m.	"State of Identity" Keynote: **Gloria Ward,** VP Identity Strategy
9:15-10:00 a.m.	Privacy Legislation Update: **Brennan Walter,** Senior Privacy Counsel
10:00-10:15 a.m.	BREAK
10:15-11 a.m.	What a World Without Third-Party Cookies Will Really Look Like: **Linda Harrison,** VP Data Strategy
11:00-11:45 a.m.	Security in Our Work-from-Home Environment Update: **Paul Montrose,** Deputy Chief Security Officer
11:45 a.m.-1 p.m.	Networking Lunch with topic roundtables
1:00-3:15 p.m.	Break-out sessions, with everyone circling through each session.

    ○ 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

    ○ Data and Identity Solutions Preview
        Linda Harrison, VP Data Strategy

3:00-3:30 p.m.	Closing Remarks: **Sandy Hurst,** VP Sales

NOTE: You can sign up to meet with **Brennan Walter** and/or **Paul Montrose.**

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