



# CONSUMER BRANDS EXECUTIVE SUMMIT

**CONNECTIONS:**  
INTELLIGENT > EVOLVING > REAL



## HIGH-LEVEL AGENDA

April 18, 2023

### AM SESSIONS

- Making Connections that Matter
- Disruption Ahead: Evolving Trends in CX
- Data and Identity Strategies: Unlocking the Power of Your Data
- Retail Media Networks: Today and Tomorrow
- Making Sense of Clean Rooms: From Theory to Best Practices

### LUNCH

### PM SESSIONS

- Privacy: Why Good Enough is No longer Good Enough
- It's Not Analytics. It's Insights to Action
- Opportunities and Challenges in Today's Marketing Landscape: An Executive Roundtable
- Keynote Speaker: Jennifer Azzi, Olympic Gold Medalist, NCAA Stanford National Champion, and Women's Basketball Hall of Famer

**Dinner, Drinks and Networking in the French Quarter**