

8:45–9 a.m.	Welcome	Tate Olinghouse , Acxiom
9–10 a.m.	Building Trust in the Age of AI In this new era of CX, leading brands know the importance of harmonizing tech, data, and human connection. This session highlights why, in this age of AI, it's critical to craft human-inspired experiences that build—rather than break—trust in every interaction.	Shawn Kanungo , Guest Keynote
10–10:45 a.m.	AI Agents: What's Real, What's Hype and What it Means AI agents are poised to transform B2C marketing—but are brands truly prepared for what's next? While marketers express high confidence in their data and AI capabilities, consumer trust and their willingness to share data remain fragile. This session unpacks the real impact of AI agents on the customer data ecosystem, the strategic role agencies play in bridging execution gaps, and what leaders must do now to align data strategy with evolving consumer expectations.	Steph Liu , Forrester & Stefana Rusu , Acxiom
10:45–11:15 a.m.	BREAK	
11:15 a.m.–12 p.m.	The Tech & AI Connect Marketing's rapid evolution centers on AI, driving innovation across brand, creative, media, and CX. This panel will explore how brands are leveraging AI to personalize experiences, engage people with relevance, and deliver business impact at scale.	Graham Wilkinson , Moderator Keith Clark , Mutual of Omaha David Pinto-Carpenter , JPMorgan Chase
12–1:15 p.m.	LUNCH	
1:15 p.m.–2 p.m.	Beyond the Stack: The ROI Blueprint Today's marketers have more tech than time and are proving ROI is non-negotiable. In this session, hear how top brands are tackling tech overload, unlocking value from their data, and transforming their stacks into growth engines. Walk away with real-world strategies to help you choose wisely, implement smartly, and maximize every investment.	Chris Schimkat , Moderator Wendy Coburn , Acxiom Robert Micucci , Citi Pam Piligian , Navy Federal

2–2:45 p.m.

The New Acquisition Playbook: Staying Ahead of the Curve

Customer acquisition strategies are evolving—from changes in content and brand findability driven by AI to new technologies and data practices reshaping acquisition models. This discussion will highlight new strategies brands are taking and how the acquisition marketing model is changing.

Tate Olinghouse, Moderator
Keith Camoosa, Acxiom
Melissa Stewart, US Bank
Chris Taylor, Acxiom Consultant

2:45–3:15 p.m.

AI-First Search: Adapting Your Strategies

Adapt to the AI search revolution. Get practical recommendations to optimize your media strategy, master AI algorithms, and future-proof your brand's visibility. Learn best practices and tips on how to design ads for conversational surfaces and manage your brand's identity within AI models.

Dan Toplitt, Acxiom

3:15–3:45 p.m.

BREAK

3:45–4:30 p.m.

Accelerate Growth with Acxiom Solutions

Improve your marketing performance and achieve your business objectives with the latest growth solutions from Acxiom. This session will highlight several high-impact solution opportunities tailored to the key challenges brands face today.

Tom Zawacki, Acxiom
Katie Feuer, Acxiom

4:30–4:45 p.m.

Close

Tate Olinghouse, Acxiom