



Agenda

Saratoga, California
October 12-14, 2022



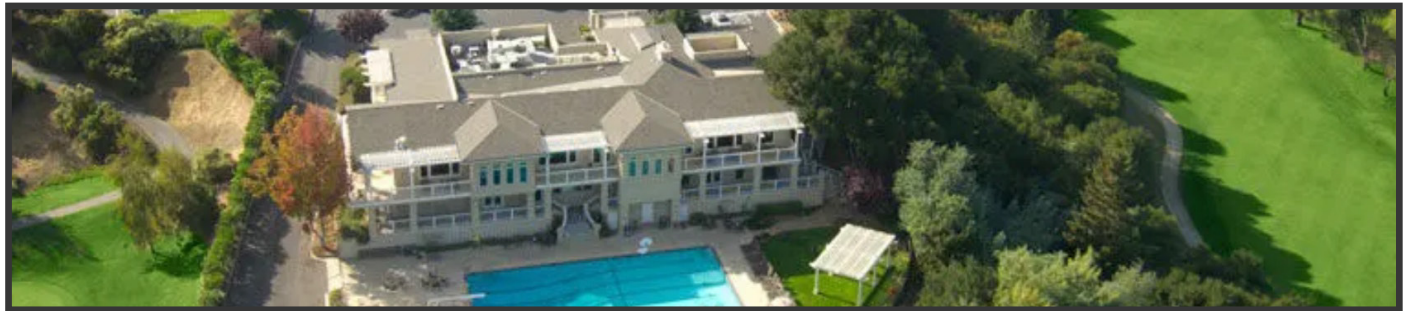
Wednesday October 12

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|----------------|---|
| 3:00 - 5:30 pm | Juniper Hotel (located at <i>10050 South DeAnza Blvd, Cupertino, CA</i>) available for check-in (discounted rooms available to attendees) |
| 5:30 pm | Luxury coach leaves Juniper Hotel to go to Testarossa Winery |
| 6:00 - 8:30 pm | Opening Reception & Dinner at the Historic Testarossa Winery in Los Gatos |
| 8:30 pm | Luxury coach returns to Juniper Hotel from Testarossa Winery |



Day sessions will be held at **Saratoga Country Club**, Saratoga, CA (located at 21990 Prospect Road, Saratoga, CA)

7:30 am Luxury coach leaves Juniper Hotel for Saratoga Country Club



8:00 - 8:30 am **Breakfast**

8:30 - 9:30 am **Kickoff Session**  Kip Knight ⌚ 60 minutes

→ Why we are here and what we will be sharing

→ Introductions (faculty and clients)



9:30 -10:15 am **Presentation: Changing Role of the CMO**  Babs Rangaiah ⌚ 45 minutes

→ How the CMO role is evolving (and why)

→ Root causes on why CMOs fail (and what you can do about it to be successful)

10:15 - 10:45 am **Mid-Morning Networking Break Length**

10:45 - 11:30 am **Presentation: How to Be A Smarter CMO and More Effective Influencer**

 Gary Briggs  Alan Gellman ⌚ 45 minutes

→ Characteristics of successful CMOs and how they influence the other company leaders



→ How to develop the right balance of strategic thinking and executional focus in your role

11:30 am - 12:15 pm **Presentation: DEI - What It Means To Be An Ally**

 Craig Coffey  Nathalie Trouillot  Alan Gellman ⌚ 45 minutes

→ Insights and best practices on what marketing leaders can do to create an inclusive culture

12:15 - 1:15 pm **Working Lunch: The Power of Personal Failure**

 Gary Briggs  Nancy Zwiers ⌚ 60 minutes

→ How to recover and learn from career setbacks

1:15 - 2:00 pm

Presentation: How to Speak the Language of Business (Not Just Marketing)



Mike Linton ⌚ 45 minutes

→ *Why it's critical to form a partnership with your CFO and tie marketing directly into their top priorities*

2:00 - 2:45 pm

Presentation: Leadership Identity - Enhancing Your Executive Presence



Craig Coffey



Nathalie Trouillot ⌚ 45 minutes

→ *Why creating and executing your own personal brand is key to your long-term success (and how to assess yourself)*

2:45 - 3:15 pm

Mid-Afternoon Networking Break

3:15 - 4:00 pm

Presentation: Presenting to Boards



Carilu Dietrich ⌚ 45 minutes

→ *Proven principles on making sure your next board presentation is successful*

4:00 - 4:45 pm

Presentation: Corporate Politics



Gary Briggs



Mike Linton



Alan Gellman ⌚ 45 minutes

→ *Why corporate politics is a necessary reality and how to deal with it effectively to deliver results*

4:45 - 5:00 pm

Day 1 Wrap-Up Session



Kip Knight

5:00 pm

Luxury coach takes everyone back to **Juniper Hotel**

6:30 pm

Luxury coach leaves for dinner

7:00 pm

Team Dinner (7:00 pm drinks, 7:30 pm dinner) – At *Le Papillon* in San Jose, CA at 410 Saratoga Ave, San Jose, CA

8:45 pm

Luxury coach leaves **Le Papillon** for Juniper Hotel



7:30 am

Luxury coach leaves Juniper Hotel for Saratoga Country Club



8:00 - 8:30 am

Breakfast

8:30 - 8:45 am

Kickoff Session for Day Two  Kip Knight ⌚ 15 minutes

8:45 - 9:30 am


Presentation: Modern Leadership - Leading with Questions

 Martha Smolen  Alan Gellman ⌚ 45 minutes

→ *The marketing leader's role in shaping a continuous learning and questioning work culture*

9:30 - 10:15 am

Presentation: Whole Brain Thinking - Neuroscience for Marketers

 Nancy Zwiers ⌚ 45 minutes

→ *How to apply the latest scientific research from brain scientists to become a better marketing leader*

10:15 - 10:45 am

Mid-Morning Networking Break

10:45 - 11:30 am

Presentation: Joining a Board

 Gary Briggs  Mike Linton ⌚ 45 minutes

→ *Different types of boards and ways in which you can make joining a board part of your career plans*

11:30 am - Noon

Presentation: Faculty Panel (General Q&A)

 All Presenters ⌚ 30 minutes

Opportunity to ask our panel of former CMOs any question you'd like their perspective on

Noon - 1:00pm

Networking Lunch

1:00 - 1:45pm

Presentation: The Long Game - Personal Career Management



Martha Smolen



Nancy Zwiers ⌚ 45 minutes

→ Best practices on how to develop a powerful and pragmatic professional development plan

1:45 - 2:00 pm

Presentation: Wrap Up Session



Kip Knight ⌚ 15 minutes

Note: Attendees should not plan on leaving for airport until 2:00 pm

2:00 - 4:00 pm

Open Time

Attendees are invited to stay to meet 1:1 with any potential CMO Coach you'd like to work with. All are free to enjoy the rest of the afternoon at Saratoga Country Club or head home/to the airport.

