



Agenda

Saratoga, CA
October 4-6, 2023



Wednesday, October 4

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|---------------|---|
| 3:00 - 5:30pm | Courtyard by Marriott (located at 10605 N Wolfe Road, Cupertino, CA) available for check-in (discounted rooms available to attendees) |
| 5:30pm | Luxury coach leaves Courtyard by Marriott to go to Testarossa Winery |
| 6:00 - 8:30pm | Opening Reception & Dinner at the Historic Testarossa Winery in Los Gatos |
| 8:30pm | Luxury coach returns Courtyard by Marriott from Testarossa Winery |

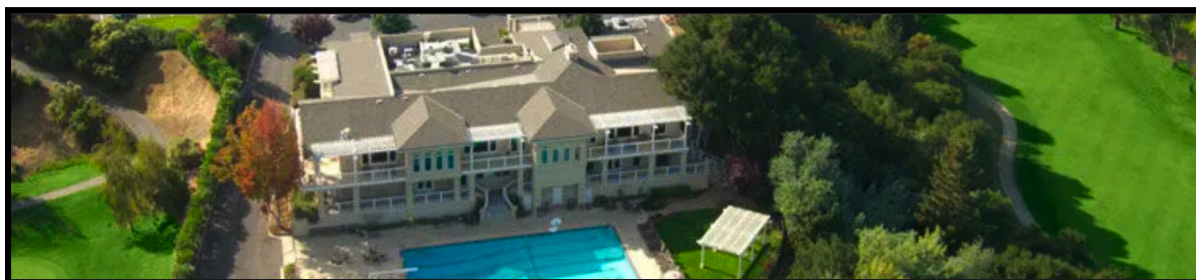


Thursday,
October 5



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

7:30 am Luxury coach leaves Courtyard by Marriott 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**  Craig Coffey  45 minutes

→ *How the CMO role is evolving (and root causes) and what you can do about it*

→ *Impact of digital transformation and generative AI on CMO role*

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

10:45 - 11:30 am **Presentation: DEI - What It Means To Be An Ally**

 Craig Coffey  Alan Gellman  Nathalie Trouillot  45 minutes

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

11:30am-12:15 pm **Presentation: Presenting to Boards**  Carilu Dietrich  45 minutes

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

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: Modern Leadership - Leading with Questions



Carilu Dietrich



Alan Gellman



45 minutes

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

2:00 - 2:45 pm

Presentation: Leadership Identity - Enhancing Your Executive Presence



Babs Rangaiah



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: How to Be A Smarter CMO and More Effective Influencer



Gary Briggs



Alan Gellman



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



Nathalie Trouillot



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 back to **Courtyard by Marriott** for a break before dinner

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 Courtyard by Marriott



Friday,
October 6



7:30 am Luxury coach leaves Courtyard by Marriott 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: 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

9:30 - 10:15 am **Presentation: Reflections on Self-Leadership**

 Nancy Zwiers  60 minutes

→ Journaling exercise and group discussion on key questions to consider on how you think about your own leadership style (especially when times get tough)

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 any question you'd like their perspective on

Noon - 1:00pm **Networking Lunch**

Friday,
October 6



1:00 - 1:45pm

Presentation: The Long Game - Personal Career Management



Nancy Zwiers



60 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.

