

# From Word-of-Mouth to Mobile: How to Captivate Distracted Customers



The 2016  
**Annual Brand  
CONFERENCE**

June 9 - 10, 2016  
Westin New York at Times Square  
New York, NY

Sponsored by:

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Marketing Executives Networking Group

# Agenda

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## Day 1: Thursday, June 9, 2016

8:15 am

Registration and Breakfast

8:45 am

Welcome and Opening Remarks

**Catharine P. Taylor**, Program Director,  
The Annual Brand Conference

9 am

Keynote: **Platforms Change But Strong Brands Shouldn't: How Target Approaches 21<sup>st</sup> Century Branding**

Amidst an ever changing and expanding platform landscape, Target's promise to its guest has remained consistent, and it is at the core of the most innovative and effective multi-platform work the brand is doing today. In this presentation, William White, VP/Marketing at the retailer, discusses how to keep brands consistent and vibrant, even as the foundations of platforms and media continually shift.

Presenter:

**William White**, VP/Marketing Target

9:45 am

Presentation: **From Physical Design to Branding: The Launch of Tru by Hilton**

When Hilton decided in 2014 to launch a budget brand, Tru by Hilton, to reach younger travelers, it went about creating a truly holistic brand experience by replacing traditional playbooks and breaking away from certain industry norms. The resulting hotel brand – the first Tru hotels open their doors at the end of this year -- take into account everything from room design to guest experience to branding, clearly differentiating Tru from competitors in its class, such as La Quinta and Comfort Inn. Large lobbies allow guests to spend time in Tru's Work, Play, Eat or Lounge zones, and rooms focus on the essentials like easy-to-reach USB ports and large TVs. With commitments to build in more than 200 sites throughout the U.S., find out what is making Tru work, and what other companies looking to launch new brands can learn about creating a branded, competitively differentiated customer experience.

Presenter:

**Claiborne Irby**, Director of Global Brand Strategy, Hilton

10:30 am

Networking Activity and Coffee Break

11 am

Panel/Presentation: **Mobile Show and Tell: How Top Brands Are Leveraging Mobile**

In a world where consumers are checking their devices before they even get out of bed in the morning, how can marketers stop playing catch-up and start capitalizing? There are ways to leverage this atmosphere of high engagement. Our show-and-tell panel features advertisers with proven success in mobile marketing. They will demonstrate their mobile marketing hits, providing inspiration and ideas for your brand.

Moderator:

**Greg Stuart**, CEO, Mobile Marketing Association

Panelists:

**Robert McDowell**, Senior VP/Global Distribution, Choice Hotels  
**Amit Shah**, Senior VP/Online Marketing, Mobile & Social,  
1-800-Flowers

**Michael Donnelly**, Senior VP/Group Head Global Digital Marketing,  
MasterCard

12 pm

Presentation: **Principal: A Close-Up Look at Contemporary Rebranding**

Going through a corporate brand change is not for the faint of heart, especially for a global brand that is doing so for the first time in more than thirty years. When Principal began looking into updating its brand last year, there was much to consider. How could their brand speak to employees, different business units – and customers – in multiple markets around the world? How had it changed over the years, and what brand attributes stood the test of time? And, what about process? How does a company embark on a brand journey, from the initial decision that it's right to do so, to making sure that their clients and customers buy-in?

Presenter:

**Beth Brady**, Chief Marketing Officer, Principal Financial Group

12:45 pm

Lunch

1:45 pm

On Stage Q&A: **Brand Relaunch 2016: Creating Engagement and Awareness Among Distracted Consumers**

When General Electric spun off its GE Capital unit in 2014, it also prompted a major rebrand. The decades-old GE Capital brand, a leader in private label credit cards, was rechristened Synchrony. GE's deep pockets would have made this rebranding easy at one time: buy up media and blare the message of the new name. But in a world where consumers have more options than ever, including an unparalleled ability to tune out marketers, that tactic may not do the job. Synchrony embarked on a unique strategy that delivered high consumer engagement with the rebrand. In this onstage Q&A, attendees will discover how Synchrony accomplished its 21st-century style rebrand.

Interviewer:

**Jennifer Rooney**, Editor, CMO Network, Forbes

Interviewee:

**Jeff Armstrong**, VP/Creative and Corporate Branding, Synchrony  
(formerly known as GE Capital)

2:15 pm

Panel: **Pssst. Hear About the Brand Spread by Word of Mouth?**

Word-of-mouth has always been one of the most powerful marketing channels. Social media increases that power. But in an industry wed to heavily-targeted media plans and metrics, word-of-mouth marketing is notoriously unreliable—or is it? Marketers discuss how to manage word-of-mouth, amplify consumer messaging, and leverage social media channels to unleash the power of the brand.

Moderator:

**Carree Syrek**, Social Practice Lead, IBM Digital

Panelists:

**Miri Rodriguez**, Delivery Deployment Lead - Social Media and Communities Consumer Software & Services Support, Microsoft

**John Englehart**, Chief Marketing Officer,

**The Hospital for Special Surgery**

**Lauren Salazar**, Director of Social Media, **Weight Watchers**

**Jen McClure**, Recent VP/Digital and Social Media, Thomson Reuters

3 pm

Coffee Break

3:15 pm

Presentation: **The Voice of Experience: How Language Can Improve Your Customer Experience**

Everyone's talking about customer experience. And yet, in all the conversations about customer journeys and touchpoints, most people overlook the most tangible expression of their brand: the language they use when communicating with customers. Cisco's brand experience team saw an opportunity to use language to change the game in an industry where products are complex and jargon is widespread. Find out how the award-winning Cisco Language Program is changing the way people experience the brand. And delivering the results to prove it.

Presenter:

**Anelia Varela**, US Director, **The Writer**

4 pm

Panel: **Get With the Program:**

**Divining What Media Tactics Are Right for Your Brand**

Building a media strategy has never held so much opportunity—and so much risk. How do you choose the options that will work for your brand? You and your team may be constantly asking: Is it even worthwhile to invest in TV? Is my app useful enough to be a marketing channel? Panelists discuss how media execs are developing media strategies in 2015 and share tips and tricks on making your strategies equally innovative.

Moderator:

**David Kaplan**, Managing Editor, **GeoMarketing**

Panelists:

**Jeff Minsky**, Senior VP/Agency and Client Development, **Unruly**

**Devin Wilson**, Co-Owner, **Double Cross Vodka**

**Anna Fountas**, President/Americas, **Telmar**

4:45 pm

Cocktails and Networking Reception

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## Day 2: Friday, June 10, 2016

8 am

Registration and Breakfast

8:30 am

Welcome Back and Day One Summary

8:45 am

Presentation: **How Brands Can Use Data to Inform Content Production**

Whether it's being produced by a brand or a content site, digital publishing is a two-way street. Brand and publishers put out great content every day, and in return the world tells them what they are interested in. At About, this dynamic is magnified by its vast store of expert content – the company sees month-to-month, day-to-day, what the Internet cares about – across every demographic. Through the lens of About, Senior VP/Data Sciences Jon Roberts will discuss the interests of consumers – and how brands and publishers should use data to determine what content to create to better help, inspire, and educate their audiences.

Presenter:

**Jon Roberts**, Senior VP/Data Sciences, **About.com**

9:15 am

Presentation: **Pursuing Branding Partnerships to Marketing Success**

Brand partnerships – in which two or more brands co-market together – have been around for decades, but they have received a new emphasis in an era when brands are marketing across multiple platforms. The good news is that the variety and volume of marketing options are giving this tried-and-true strategy renewed vitality, as brands co-innovate with one another. In this presentation, John Delaney, Senior VP, Global Marketing & Sales of the ultra-luxury cruise line Seabourn, outlines how his brand is pursuing co-branding opportunities, for the betterment not just of Seabourn, but its marketing partners as well. Delaney has navigated Seabourn through multiple partnership opportunities and identified the best brands to align with the company. In the past two years alone, Seabourn has announced multi-platform partnerships with non-profit organization UNESCO, world-class chef Thomas Keller, Swarovski, and luxury bath, body and beauty brand Molton Brown, among others. Calling on his extensive experience in the hospitality industry, including work with Carnival Corporation and Walt Disney, Delaney addresses how to benefit from to sharing your brand with a partner.

Presenter:

**John Delaney**, VP/Marketing & Sales, **Seabourn Cruise Line**

10 am

Presentation: **Native Advertising – and the Law**

As agencies, brands, and publishers integrate content within the user experience online, native advertising continues to grow rapidly. While effective, this trend toward mingled content has led to regulatory concerns. In 2015, self-regulatory developments included guidance issued by the Interactive Advertising Bureau, Mobile Marketing Association, and numerous cases published by the National Advertising Division of the Council of Better Business Bureaus. As 2015 closed, the Federal Trade Commission weighed in with more concrete guidelines that they are looking to enforce in 2016. This session gives a brief history of native advertising, explores intellectual property concerns with integrated user-generated content, and addresses the regulatory risks of native advertising.

Presenters:

**Vejay Lalla**, Partner, **Davis & Gilbert**

**Madhu Southworth**, VP/Legal and Business Affairs, **AMC Networks**

10:45 am  
Coffee Break

11 am

Presentation: **The Cost of Privacy in a Hyper-Connected World**

Even as marketers benefit from the opportunities intrinsic in device and data proliferation, privacy has taken center stage because of the dramatic increase in high profile breaches. This clash is impacting how consumers engage with your brand and whether or not to ultimately trust you. In this presentation, Bruce Snell, Cybersecurity and Privacy Director, Intel Security, will give attendees critical insights into consumer sentiment about privacy, what marketers need to be aware of in an era of overwhelming data about consumers, what's next with security and privacy as 5G comes online and the Internet of Things explodes – and, of course, steps you can take to mitigate risk and use privacy as a differentiator.

Presenter:

**Bruce Snell**, Cybersecurity and Privacy Director, **Intel Security**

11:45 am

Panel: **Continuing Education: Marketers Discuss How They Stay on Top of Change**

When many marketing executives first entered the field, marketing evolved at a slow and steady pace. But the digital revolution demands continuing education. How do top marketers stay ahead of trends? What resources do they draw on? What sites do they monitor? What conferences do they attend to ensure they have contemporary marketing knowledge? Listen to how top marketers keep pace with today's rapid eternal change.

Moderator:

**David Berkowitz**, Principal, **Serial Marketer**

Panelists:

**Becky Huling**, VP/Customer Engagement Marketing, **FedEx**

**Rodrigo Sierra**, Senior VP/Chief Communications and Marketing Officer, **American Medical Association**

**John Weston**, Executive VP/Chief Operating Officer, **Prostate Cancer Foundation**

12:30 pm

Conference Concludes

# REGISTRATION INFORMATION

**Online** [www.conferenceboard.org/brandconference](http://www.conferenceboard.org/brandconference)

**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

**Phone** 212.339.0345

8:30 AM - 5:30 PM ET, Monday - Friday

Pricing:	
Members	\$2,295
Non-Members	\$2,895

Fees do not include hotel accommodations.

## Location

Westin New York at Times Square

270 West 43rd Street

New York, New York 10036

Tel: +1 212 201 2700

Official Website: [www.westinny.com](http://www.westinny.com)

Hotel Cut-Off: **May 25, 2016**

Room Rate \$399

## Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

## Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration. One discount per registration. Multiple discounts may not be combined.

## Earn up to 10 CPE credits

### Business Management and Organization Requirements:

Attendees must sign-in each day for full credit.

**Delivery Method:** Group-Live

**Program Level:** Intermediate

**Prerequisites:** Bachelors degree or higher

**Advanced Preparation:** None



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