



FT FUTURE OF MARKETING SUMMIT 2014

Communities, Culture & Creativity



09/17/2014

8:00 am - 8:30 am

Registration

8:30 am - 8:50 am

Breakfast Briefing

A Better Option for Branded Entertainment: Leveraging a Multi-Channel Content Engine

The growing disconnect between the way people consume entertainment and the structure of traditional Hollywood studios has left too many brands without good options for reaching consumers. Instead of trying to work around the old system, innovative marketers are looking for a better way to create and distribute branded entertainment that reaches people wherever, whenever, and however they choose to consume content. But what should brands be looking for in an entertainment partner? This conversation will explore a new approach that gives top-brands the options-and results-they need to succeed with consumers today and tomorrow.

Sponsored by: [Relativity Media](#)

Angela Courtin, Chief Marketing Officer, *Relativity Media*

8:50 am - 9:00 am

Welcome Remarks

Matthew Garrahan, Global Media Editor, *Financial Times*

9:00 am - 9:10 am

Data Visualization: Digital Disruption

How digital is disrupting the media landscape and what's next on the horizon

Geoff Ramsey, Chairman and Co-founder, *eMarketer*

9:10 am - 9:20 am

Short Talk: De-Mystifying Millennials

With insights from 28 markets across the globe, we get a "heads up" on the myths and misconceptions around millennials and learn how best to market them.

Meabh Quoirin, Managing Director, *Future Foundation*

9:20 am - 10:10 am

Panel: Millennial Uprising

To win with Gen Y you need to throw out your rule book and start over. By 2015 millennials globally will have a spending power of \$2.45 trillion so you really do want to win with this generation. Adopting a social media strategy or an engaging viral video, might garner you some likes, but to tap into this powerful group of consumers you need to play by the same rules they do. This tech savvy group doesn't mind being marketed to, just be upfront about it, first rule of the game is that transparency is key!

Carla Hendra, Global Chairman, *OgilvyRED*

Lindsey Pollak, Millennial Expert and Author of *Becoming the Boss: New Rules for the Next Generation of Leaders*

Meabh Quoirin, Managing Director, *Future Foundation*

Nikhil Sethi, CEO, *Adaptly*

Moderator: **Matthew Garrahan**, Global Media Editor, *Financial Times*

Gen Y Responds

10:10 am - 10:30 am

Dialogue: The Changing Face of America

By 2043 a white majority in America will be a thing of the past. Brands must consider now how to alter their marketing strategies to keep pace with these shifts in diversity.

Dave Dreyer, SVP and Head of DLatino, *Deutsch LA*

Shaun Nichols, VP of Integrated Content Marketing, *Dr. Pepper Snapple Group*

10:30 am - 11:00 am

Networking Break

11:00 am - 11:10 am

Short Talk: Reinventing Marketing Through Real-Time Data

Bob Rupczynski, Vice President of Media and Consumer Engagement, *Kraft Foods Group*

11:10 am - 11:50 am

Panel: From Big Data to Smart Data

Big data is now a key part of the marketing mix. Big data alone, however, does not provide enough insight to draw rich results. Personalizing and contextualizing this data for the next level of customer targeting, enables the marketer to form a closer relationship to the consumer by applying strategy and creative processes to harness this data taking us from big to smart.

David Doctorow, Chief Marketing and Strategy Officer and SVP, Global Marketing, *Expedia*

Brian Gleason, Managing Director, North America, *Xaxis*

Craig Palli, Chief Strategy Officer, *Fiksu*

Russell Wallach, President, Media and Sponsorship, *Live Nation*

Moderator: **Emiliya Mychasuk**, Online News Editor, *Financial Times*

12:00 pm - 12:20 pm

Dialogue: The Omni-Channel Approach

In today's world, consumers are constantly inundated by new approaches to marketing, from mobile marketing to interactive websites. Making the most of these channels is paramount to brand advancement and a consistent story across all channels will create a progressive brand. Different channels create a chance for feedback opportunities as well as gathering data that can later be personalized while keeping a consistent yet captivating story that keeps the brand true to itself and to the consumers.

Mike Lazerow, Chief Strategy Officer, Marketing Cloud, *Salesforce*
Cory Treffeletti, VP Strategy, *Oracle Marketing Cloud*

Moderator: **Emiliya Mychasuk**, Online News Editor, *Financial Times*

12:20 pm - 1:40 pm

Lunch

Sponsored by: [Tealium](#)

The Economics of Unified Marketing

When it comes to the future of marketing, today's executives have some clear mandates on their mind: data must be real-time and actionable, visitor profiles must be cross-device and omni-channel, and most importantly, marketing efforts must be unified. Unfortunately, these mandates have been difficult to accomplish given the explosion in the number of siloed digital marketing applications, each of which use their own data syntax and language. Organizations are now spending billions on costly and resource-intensive data warehousing projects to try and stitch this fragmented data back together. Learn how adopting a unified marketing strategy can help your organization bring order to the chaos of technology and more easily achieve the "holy grail" of marketing. Includes exclusive results from a new survey from the CMO Council exploring the economics of unified marketing.

Jeff Lunsford, CEO, *Tealium*

1:40 pm - 3:00 pm

Talk Show Segment: The Art of Digital Storytelling

Host: **Matthew Garrahan**, Global Media Editor, *Financial Times*

Interview: The story behind the story

Joel Lunenfeld, VP, Global Brand Strategy, *Twitter*

A Series of Snippet Stories

Capturing the attention of your audience quickly, creatively and effectively

Kyla Brennan, Founder and CEO, *Hello Society*

Archie Gottesman, Co-owner and Chief Branding Officer, *Edison Properties*

Ross Hoffman, Director of Brand Strategy, *Twitter/Vine*

Jonathan Perelman, VP Motion Pictures, *Buzzfeed*

3:00 pm - 3:20 pm

Case Study: The True Value of Content

As brands continue to embrace their role as content providers in order to better engage with their target market, exciting offerings are springing up. But it isn't all sunshine and roses; there are serious challenges that arise and missteps that happen along the way. How do you embark on a new endeavor and get all of the stakeholders on board? How do you reach outside of your comfort zone and create truly valuable content?

Adam Broitman, Vice President, Global Digital Marketing, *MasterCard*

Tom Gerace, Founder and CEO, *Skyword*

3:20 pm - 3:30 pm

Short Talk: Connecting With Consumers in a New Era

Kristen D'Arcy, Vice President, Global Digital, *Coty*

3:30 pm - 3:50 pm

Networking Break

3:50 pm - 4:00 pm

Short Talk

Judy Sowards, Head of Digital Strategy, *Pfizer*

4:00 pm - 4:40 pm

Panel: From Marketer to Influencer

Marketers are playing an increasingly central role in their organizations. From advising the CIO and guiding the priorities of technology investment, to creating a culture of innovation and creativity, the influence marketers wield is growing steadily. So how can marketers effectively take their companies to the next level? How do you use your power for good?

Penny Baldwin, Executive Vice President and Chief Marketing Officer, *McAfee*

Peter McGuinness, Chief Marketing and Brand Officer, *Chobani*

Brad Rinklin, Chief Marketing Officer, *Akamai*

Moderator: **Andrew Edgecliffe-Johnson**, US News Editor, *Financial Times*

4:40 pm - 5:20 pm

Panel: Making Money with Mobile

Mobile is becoming the key place for media consumption. It's where people are social networking, viewing videos, reading news and books. As the number of smartphone users across the globe continues to rapidly rise, mobile is not only the future of connectivity, but the future of marketing and media too. Via ads and apps marketers are making inroads to monetizing their mobile strategy, but not at a rate that allows them to keep pace with this dynamic and fast-paced environment. We look at the next wave of mobile—its impact on media consumption and creativity—and whether it will disrupt your business or lead you into a profitable new world.

Kevin Gentzel, Chief Revenue Officer, *The Washington Post*

Rob Grimshaw, Managing Director, *FT.com*

Mitchell Reichgut, Chief Executive Officer, *Jun Group*

John Trimble, Chief Revenue Officer, *Pandora*

Moderator: **Matthew Garrahan**, Global Media Editor, *Financial Times*

5:20 pm - 5:50 pm

Fireside Chat: The UN-Marketer

As Beyonce's recent album launch showed us, sometimes stealth really is best. But how do you really pull that off? Is it just celebrities like Beyonce and Prince, who also recently engaged in his own brand of stealth marketing with a series of pop-up concerts, who can make stealth work for them? Or is there a lesson in that for the brand marketer? Maybe less really is more?

Bruce Flohr, Founding Partner, *Greenlight Media & Marketing*

Marc Roberge, Lead Vocalist/Guitarist, *O.A.R.*

Moderator: Andrew Edgecliffe-Johnson, US News Editor, *Financial Times*

5:50 pm - 6:00 pm

Closing Remarks

6:00 pm - 7:00 pm

Networking Cocktail Reception