

Strategic Marketing 2022

Marriott Brooklyn Bridge, NYC | October 20–21

REGISTER
NOW

Agility, Innovation, Purpose: Defining the Future of Marketing

RESERVE YOUR PLACE NOW

50+
Speakers

350+
Senior Leaders

30+
Sessions

70%+
End-User Dominated

Today's consumer is insatiable.

Social, political, and economic transformations have seen consumers emerge with different perspectives, needs and priorities. Authentic communication has never been more important - brands must meet consumers wherever they are, providing value at moments that matter.

Reuters Events: Strategic Marketing 2022 brings together leaders from the world's most influential brands to define the future of marketing. This is the global platform to inspire and empower marketing leaders – contemporize your brand, foster an agile culture, and engage in human-first data strategies.

With innovation at an all-time high and the competition greater than ever, marketers must stay ahead of industry trends and beat challenger brands as we look towards 2023.

Join CMOs, trailblazers and experts at SM22 for the most crucial learning and networking opportunity of the year.

“

Strategic Marketing 2022 is a must-attend because it promises to shed light on many of the critical questions and challenges so many of us face today ... how to forge and foster meaningful consumer relationships, how to be relevant and engaging in ways that are authentic to your brand and aligned with your purpose.”

– Driefe Leenknecht, Chief Marketing Officer, Timberland

Keynote Speakers at Strategic Marketing 2022



Ramon Jones
Chief Marketing Officer
Nationwide



Karin Timpone
Chief Marketing Officer
MLB



Michelle Crossan-Matos
Chief Marketing Officer
Samsung Electronics America



Linh Peters
Chief Marketing Officer
Walgreens



Jim Mollica
Chief Marketing Officer
Bose

Join the East Coast's Premier Strategic Marketing Event

events.reutersevents.com/marketing/marketing-new-york

Where the Marketing Industry Comes Together to Enact Change

Transformation and Growth

Transform the marketing function into a growth and revenue generator. Build the right internal connectivity, break down silos, and eliminate friction from the customer journey. Harness an agile workforce and take ownership of the growth agenda – marketing is the only function that can effectively share the VoC with the wider organization and ensure your brand evolves with the customer.

Content and Creative

Revitalize the way you connect with your customers. Harness your brand story, establish a core idea, and build from that idea to create content across multiple channels - it's not about platform-agnostic content, it's about transmedia storytelling. Leverage Web3 opportunities, prepare for the metaverse, and capture your audience at moments that matter.

Brand Evolution and Purpose

When consumers are willing to spend more on brands they believe in and are quicker to disengage from brands they don't, leading with purpose is non-negotiable. It's all about consumer evolution: know where they are, see where you are, bridge the gap, and repeat. Evolve your purpose, rethink your why, and contemporize your brand.

Data Storytelling and Personalization

Deliver repeatable and scalable growth by generating more actionable consumer data, focusing not on what customers say, but on what they do in real time. Leverage new data opportunities, alongside AI capabilities, to gain a holistic view of your customer. Build trust with personalized, valuable, relevant content.

2022's Unrivalled Speaker Faculty



Ramon Jones
Chief Marketing Officer
Nationwide



Karin Timpone
Chief Marketing Officer
MLB



Linh Peters
Chief Marketing Officer
Walgreens



Linda Boff
Chief Marketing Officer
GE



Jim Mollica
Chief Marketing Officer
Bose



Tracey Brown
President, Retail Products and Chief Customer Officer
Walgreens



Cristina Bondolowski
Global Chief Marketing Officer
HP



Stacy Taffett
Senior Vice President, Brand Marketing
PepsiCo International



Rejesh Ramachandran
Senior Vice President, Head Strategic Business & Customer Insights
TD Bank



Bridget Tran
Chief Marketing Officer
Club Quarters



Doug Jensen
SVP, GTM Analytics & Activation and Learning COE
Estee Lauder Companies



Jonathan Nouri
Senior Vice President, Loyalty
Albertsons Companies



Beth Mach
Chief Consumer Officer
TrueCar



Ketty Trivedi
Chief Marketing Officer
Prudential



Devika Mathrani
Chief Marketing Officer
New York Presbyterian



Tana Davila
Chief Marketing Officer
PF Chang's



Jillian Frechette
Senior Vice President, Marketing
New Jersey Devils



Carol Carpenter
Chief Marketing Officer
Unity



Erin Pryor
Executive Vice President, Chief Marketing Officer & Client Experience
First Horizon Bank



Michelle Crossan-Matos
Senior Vice President, Chief Marketing and Communications Officer
Samsung Electronics America



Ramon Soto
Senior Vice President, Chief Marketing and Communications Officer
Northwell Health



Ayana Green
Vice President, Marketing
UPS



Sorin Patilinet
Global Marketing Insights Director
Mars



Nada Arnot
Senior Vice President, Marketing
Britbox



Robert Lamvik
Vice President, Growth Marketing
Artsy



Kim Miller
Global Chief Marketing Officer
Toys'R'Us

Our Industry Leading Agenda

DAY 1 – 20TH OCTOBER

7:10-8:40 - Welcome Reception and Registration

Registration, Meet-and-Greet & Opening Remarks

8.40-9.20 - Opening Panel

Flexible, Fluid, Agile: Transforming the Marketing Function to Fuel Growth

- Exercise visionary and inspiring leadership to foster a culture of success both in your team and in the wider organization
- Employ agile marketing strategies to become more efficient, flexible, and responsive in the face of new challenges
- Drive innovation by embracing disruption, giving employees the courage to generate new ideas

9:20-9:40 - Keynote Presentation

It's Always Better When We're Together: Drive Successful Brand Partnerships in the Age of Collaboration

- Execute successful collaborations with like-minded brands to increase brand awareness and boost sales
- Grow your audience – team up with other businesses to increase engagement on content and social media
- Create a shared sense of purpose - align partnerships with your brand's own values to evolve whilst remaining authentic

9:40-10:00 - Keynote Fireside Chat

Meet Consumers Where They Are: Provide Value at Moments That Matter

- Strive to truly understand your consumer and listen to them at scale
- Prepare for shifting consumer behavior – foster an agile culture to adapt and grow alongside your customers
- Add value with every interaction, engaging consumers with personalized content on their desired channel

10:00-10:30 - Networking Coffee Break

10:30-10:50 - Keynote Fireside Chat

Left Brain/Right Brain: Why Marketers Are Rethinking Data and Creativity

- Combine analytics with creative insight to implement detailed, innovative marketing that serves customers better and have a greater impact on the business
- Employ an inquisitive, problem-solving mindset to create a culture of creativity and accelerate performance
- Balance the art and science of marketing – engage both left and right brain thinking to become a well-rounded strategic marketer

10:50-11:10 - Keynote Session

Small but Mighty: Why the Future of Influencing is Micro

- Use micro-influencers to create targeted and specific content – build stronger relationships with smaller audiences
- Partner with influencers to help consumers understand your products in a relatable context
- Choose the right influencers to add value to your brand and increase ROI

11:10-11:30 - Keynote Session

Futureproof your Customer Engagement Strategy: Adapt, Personalize and Innovate

- Embark on a journey of continuous evolution - adapt your strategy to meet shifting customer behavior
- Use personalization to deliver high-value content at moments that matter to drive customer retention
- Innovate using AI to measure creative effectiveness and satisfy your customer at every touchpoint

11:30-12:10 - Panel Discussion

Multichannel Personalization: Engage the Consumer at Every Touchpoint

- Stay ahead of the game by ensuring customers get a personalized brand experience regardless of the channel they're using
- Drive customer retention by cutting out the noise and providing your customers with only relevant experiences
- Leverage zero and first-party data to create unique and memorable experiences for consumers

12:10-13:40 - Networking Lunch Break

Our Industry Leading Agenda

TRACK 1: CONTENT & CREATIVE

13:40-14:00 - Presentation

The Creator Economy: Harness the Power of Influencers to Reach New Audiences

- Create targeted and personalized content with micro-influencers to build stronger relationships with smaller audiences
- Help consumers understand your products in a relatable context
- Learn to be where your consumers are – meet them on a platform of their choice and engage them in content they care about

14:00-14:20 - Presentation

Demystifying the Metaverse: Unlock Your Virtual Potential

- Discover tools and strategies to unlock the metaverse and generate opportunities for innovation
- Understand the ‘why’ – utilize the metaverse to elevate your brand in an authentic and responsible way
- Transform how you interact with customers through meaningful virtual connections

14:20-15:00 - Panel Discussion

Gen Z and the Rise of Digital Commerce: Optimize Your Shopping Strategy

- Facilitate a seamless shopping experience to move customers through the funnel with as little friction as possible
- Prioritize authentic, organic content to engage with Gen Z and create a shared sense of purpose
- Utilize social commerce as a vehicle to increase brand visibility and attract new customers

15:00-15:30 - Networking Coffee Break

15:30-15:50 - Presentation

The Case for Artificial Intelligence: Elevate your Content Marketing Strategy

- Automate customer interaction - provide a human touch and meet their needs in real time
- Deliver better experiences through personalized content
- Streamline processes and generate content at maximum efficiency

15:50-16:10 - Tracked Presentation

Attention and Emotion in Creative Advertising

16:10-16:50 - Roundtable

Innovative Storytelling: Creating Relevant Content in 2022

16:50-18:20 - Networking Drinks

TRACK 2: DATA STORYTELLING & PERSONALIZATION

13:40-14:00 - Presentation

Into the Unknown: First Party Data Strategies to Drive Success in a Shifting Data Landscape

- Prepare for a cookieless world by recalibrating your data collection processes to maximize reach and retention
- Utilize first party data to generate trust and build relationships with your consumer
- Use data insights to optimize every part of your funnel

14:00-14:20 - Presentation

The Future of Personalized Ads and an Evolving Ecosystem

- Understand why personalization and privacy are not at odds
- Discover the importance and impact of Privacy-Enhancing Technologies (PETs)
- Learn tactics to stay ahead of the game in an evolving ecosystem

14:20-15:00 - Panel Discussion

Data Storytelling: Transform a Compelling Narrative into Decisive Action

- Unlock the value of your data initiatives by acting on real-time data to reach consumers at every touchpoint
- Learn how to communicate insights effectively to drive positive improvements throughout your business
- Don't let the numbers speak for themselves – combine data with human insights to maximize profitability

15:00-15:30 - Networking Coffee Break

15:30-15:50 - Presentation

Tackling the MarTech Stack: Problem Solving to Unlock Precision

- Embrace predictive data and capabilities to deliver repeatable and scalable growth
- Explore a multitude of granular data sets that focus not on what consumers say, but on what they do
- Problem solve with advanced technology and data science techniques including robust artificial intelligence and machine-learning capabilities

15:50-16:10 - Tracked Presentation

Unlocking the Power of Data to Build Deeper Human Connections

- Put the “person” back into personalization by blending the ‘art’ of insight with the ‘science’ of data & analytics
- Discover the power of “empathy at scale” to go beyond personas and deliver more meaningful personalized connections at each touchpoint
- Use real-time data and iterative learning to become more effective, efficient and responsive in engaging consumers

16:50-18:20 - Networking Drinks

Our Industry Leading Agenda

DAY 2 – 21ST OCTOBER

7:45-9:00 - Welcome Reception and Registration

Registration, Meet-and-Greet & Opening Remarks

9:00-9:40 - Executive Panel

The Power of Purpose-Driven Marketing: Are you Doing it Right?

- Learn how to embed your purpose in all aspects of business, from innovation to operations
 - Grow your business with a clear sense of purpose and social responsibility – purpose-driven businesses perform better, attract more customers and talent
 - Forge meaningful connections over shared values in the conscious consumer era
-

9:40-10:00 - Keynote Session

Evolve With the Consumer: Celebrate Your History, Champion Brand Identity, Grow Into the Future

- Be a change agent, not just a brand builder - influence the direction of your organization by creating the right internal connectivity
 - Customers expect cultural relevance – align strategic decisions with your brand purpose to attract and retain customers
 - Grow your business by meeting consumers where they are – engage them with relevant, authentic marketing with an edge
-

10:00-10:20 - Keynote presentation

Investing in Tomorrow: Prioritize a Sustainability Agenda and Drive Long-Term Growth

- Communicate your commitment to long lasting change to earn consumer trust and generate loyalty
 - Don't wait for perfection – deepen consumer-brand relationships consistently engaging in sustainable marketing
 - Take strides towards sustainability in your organization by implementing effective long-term strategies
-

10:20-10:50 - Networking Coffee Break

10:50-11:10 - Fireside Chat

Creating a Cult Following: Harness Cultural Moments to Grow your Community and Drive Loyalty

- Gain a deeper understanding of what your followers care about to cultivate meaningful connections
 - Capture the attention of Gen Z by harnessing cultural moments to drive relevance
 - Utilize influencers to build your community and generate loyal, brand-obsessed consumers
-

11:10-11:30 - Keynote Session

Aligning the Strategic Stars: The Unification of Brand, Mission, Vision and Culture

- Break down silos and focus on a holistic approach to growing your brand
 - Breathe your brand identity into all strategic decisions
-

11:30-12:10 - Executive Panel

Embracing DEI: Create Meaningful and Authentic Impact

- Embed your DEI strategy into all aspects of the business, from marketing campaigns to working with partners and suppliers who share your values
 - Understand your brand's responsibility to deliver on internal and external DEI commitments - ensure customers and employees feel represented across your marketing campaigns
 - Learn how to take a stand and use your voice in an authentic way that reflects your brand values
-

12:10-13:40 - Networking Lunch Break

Our Industry Leading Agenda

13:40-14:40 - Workshop:

Left Brain/Right Brain: Marrying Data and Creative to Evolve your Brand

- Build brand sentiment through uniting various channels around what your brand stands for.
- Use data to measure how your brand adds value to customers' lives.
- Position your company as thought leaders and innovators to gain credibility.
- Drive personalization to establish brand presence in consumer communities.
- Learn how to turn data into intelligence by measuring every digital touchpoint of the consumer.
- Understand each click of the purchasing cycle and retarget accordingly.

13:40-14:40 - Workshop:

The New B2B: Omnichannel and Tech-Friendly

- Grow a digital-first mindset: Leverage all your consumer data to maximize technical inoperability.
- Start at the top of the funnel to create leads and drive personalization.
- Highlight opportunities for digital transformation from the start of the digital experience to in-person shopping.
- Optimize analytics to find the right channels at the right time for the right consumer.
- Collaborate with data scientists to understand which channels are more effective at reaching target audience.

13:40-14:40 - Workshop:

The role of the CMO: Transformation, Growth, and the Art of Collaboration

- Transform the marketing function into a growth and revenue generator.
- Build the right internal connectivity, break down silos, and eliminate friction from the customer journey.
- Harness an agile workforce and take ownership of the growth agenda – marketing is the only function that can effectively share the VoC with the wider organization and ensure your brand evolves with the customer. |

14:40-15:00 - Session

The Path to Precision: Optimizing Your Org Structure, Strategy, and Technologies

- Prepare against relentless disruption, digital acceleration, and increasingly consumerized buyers
- Create connected customer experiences when our own practices are outdated and broken?
- Shift your mindset across your teams, strategy, and technology with a new way forward that is more precise, connected and agile

15:00-15:20 - Presentation

Defining your Future: Maintain Brand Relevance in a Fast-Paced World

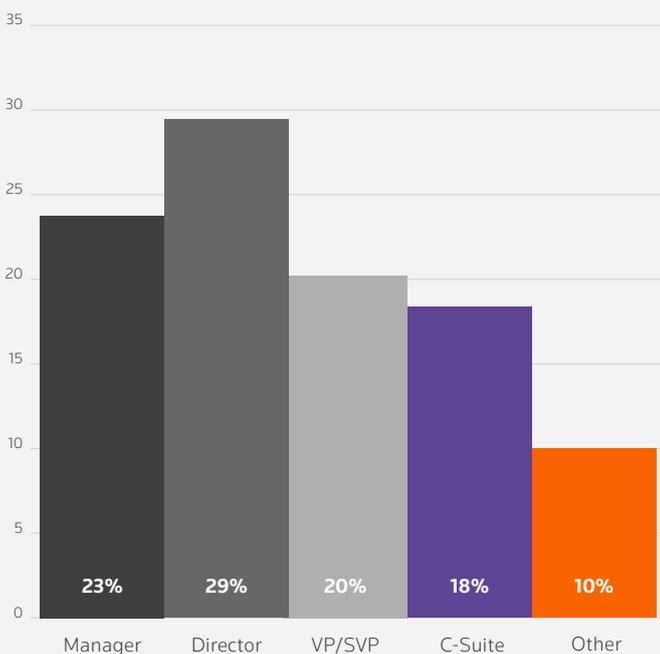
- Celebrate your brand history and champion your identity whilst stretching into the future
- Think of yourself as a change agent, not just a brand builder
- Build your brand into every strategic decision your company makes



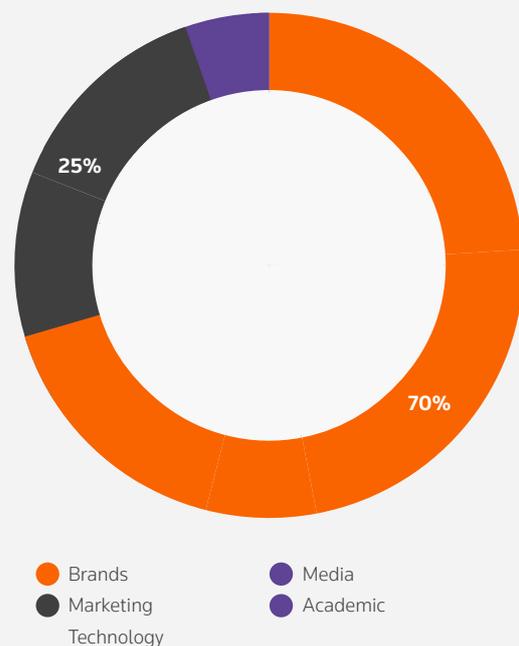
Meet Face to Face with the World's Biggest Brands



Senior Leaders in Attendance



Dominated by End User Brands



Why Reuters Events: Strategic Marketing 2022 is a Must-Attend:



30+ Case Studies: Benchmark against the Best

With an agenda packed with real-life case studies, showing you the successes and challenges from a range of new projects – you'll leave with a clear idea of where you're at and where you need to focus.



No More Zoom Doom

After almost 2 years of zoom meetings, we're super-charging networking time at Strategic Marketing 2022 with a bespoke meeting service – allowing you to experience both 'chance encounters' and planned meetings that make a difference to your career and business.



Interactive Roundtables: Get under the Skin of the Issue

Sometimes, challenges need to be discussed and debated. To facilitate this, interactive roundtable debates run across all topic areas.



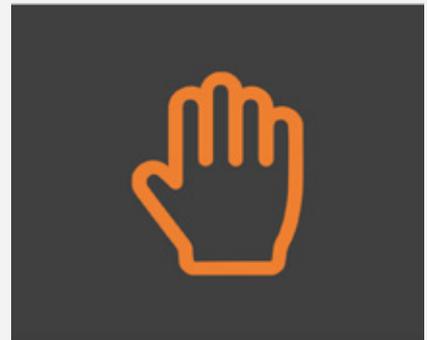
4 Critical Themes

Focus on what matters – with a conference agenda built in consultation with marketing leaders for marketing leaders, we will focus on 4 critical themes – Transformation & Growth, Brand Evolution and Purpose, Data Storytelling and Personalization, and Content & Creative. You'll be able to tailor your time out of the office to your learning needs.



6+ Deep Dives: Expand your Knowledge

You'll have access to leading industry experts, who are leading marketing teams at the world's biggest brands. Deep dive into business-critical topics and real world strategies, best practice and results.



Your Safety is our Priority

Your safety is our top priority – and this conference is produced under the Reuters Events All Secure Pledge – which is our commitment to upholding a safe environment for Reuters Events customers. Please go to [Reuters Events: All Secure Pledges](#) to find out more about the safety requirements for this event.

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	Basic	Most Popular Premium	VIP
Full 2-day conference and exhibition pass	✓	✓	✓
Access to tea and coffee stations	✓	✓	✓
Access to event networking app	✓	✓	✓
Early access to event networking app	✗	✓	✓
Party end of day 1	✗	✓	✓
Post event report	✗	✓	✓
Slides and recordings	✗	✓	✓
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Reserved seating	✗	✗	✓
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A Credit card payment is required. However, to pay by invoice or discounted group bookings of 5+ or for any other billing enquires, contact us below.

*VAT will be added to all prices above. Pass types and prices will vary for solution providers.

Group Discounts - Save up to 25%

Enquire if you want to take advantage of this discount! (don't worry if you don't have the full attendee details yet)
Attend as a team to learn, build company-wide insights, and transform culture as one.

Contact Issy via email issy.Paul@thomsonreuters.com for more details.

Sponsorship Opportunities

Form Long-Lasting Partnerships and Raise Your Profile

Sponsor the event

Brand Awareness

Gain access to our network of Reuters Events Senior Marketing professionals: Put your brand and expertise in front of engaged contacts on subject matter relevant to you.

Networking

One-to-one Meeting and Networking Service: Connect with 300+ industry leaders and potential new partners through a dedicated digital meetings platform.

Thought Leadership

Associate yourself with Marketing's most influential voices: Our content pieces engage senior-level stakeholders changing the world of Marketing, share your message with theirs in our global content series.

Lead Generation

We know that you're looking for ROI. You need to know that your business development team will come away with enough meetings and leads. We offer bespoke opportunities for opt-in leads, to ensure you can connect and do business with the leaders searching for new solutions.

2022 Partners

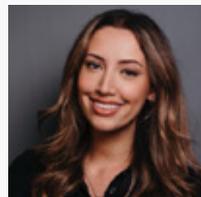
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sponsorship opportunities for 2022



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