



AGENDA

Presidio, San Francisco – May 13th 2014

8:45 – Welcome & Meeting Objectives

8:50 - Keynote: **Perspective of an Executive Sponsor** - *Joanne Moretti, SVP Marketing & Sales Enablement, Jabil*

9:20 - CAB Manager Presentation: **6 Things To Know Before Starting a CAB** - *Diane Mullen, Senior Director, Segment Strategy, Silicon Valley Bank*

10:15 - Refreshment Break

10:30 – CAB Manager Presentation: **Integrating CAB's into the Customer Experience Strategy** - *David Coates, Marketing Manager, Customer Programs, Iron Mountain*

11:30 - CAB Manager Presentation: **Integrating Social Tools in CABs** - *Rhett Livengood, Director Worldwide Business Development, Intel*

12:30 - Lunch will be served

1:30 - CAB Manager Presentation: **10 Lessons over 10 Years – The IBM Board of Advisors** - *Britt Marder, Executive Communications, IBM*

2:30 – Roundtable Discussion (attendees divided into industry vertical groups): **What are the Top 3 Challenges you face managing CAB's?** (*each person to share their perspective and the group to select the Top 3*)

2:50 – Group Readouts (*One representative from each group to share Top 3 Challenges*)

3:00 - Refreshment Break

3:15 - **What are the solutions to your Top Challenges?** (*Each group to develop solutions to their top 3 challenges*)

3:45 – Group Readouts (*One representative from each group to share their Top Solutions*)

4:15 – Meeting Summary

4:30 – Meeting Close