

Customer Advisory Board .org



AGENDA

RECEPTION – Monday December 4th 2017

Appetizers will be served at 7pm onwards at:

Kingfish - Street Level Back Bar, 201 South B Street, San Mateo, CA 94401

DAY OF CONFERENCE – Tuesday December 5th 2017

Hilton Garden Inn, 2000 Bridgepointe Circle, San Mateo, CA 94404

TRANSPORT: 15-minute ride from San Francisco International Airport. PARKING: Complimentary onsite.

8:00 a.m.	Refreshments & Registration
8:45 a.m.	Welcome & Meeting Objectives – <i>Gavin Nathan, Founder, CustomerAdvisoryBoard.org</i>
8:50 a.m.	"From Customer Advisory to Advocacy: The Evolution of the B2B CAB" – <i>Laura Ramos, VP, Principal Analyst, Forrester Research</i>
9:30 a.m.	"Start, Evolve or Retire an Advisory Board: A Continuous Assessment" – <i>Sonang Kim, Director, Executive Boards, Oracle</i>
10:20 a.m.	Refreshment Break
10:50 a.m.	"Determining CAB ROI and Closing the Feedback Loop with Customers" – <i>Lauren Johnson, Digital Marketing Customer Advisory Board Program Manager, Adobe</i>
11:40 a.m.	"Top CAB Challenges and Strategies to Overcome Them" – <i>Jennifer Kaczmarczyk, Senior Manager, Product Marketing, Healthcare Solutions, Transunion</i>
12:30 p.m.	Lunch & Group Photo
1:30 p.m.	"Facilitation Techniques to Increase CAB Member Engagement and Drive Better Insights" – <i>Eyal Danon, President, Ignite Advisory Group</i>
2:30 p.m.	"Strategies for a Startup to Recruit C-level Members to a CAB" – <i>Allyson Houser, Senior Marketing Manager, Pindrop</i>
3:15 p.m.	Refreshment Break
3:30 p.m.	Roundtable Discussion: <i>What are the Top 3 Challenges you face managing Customer Advisory Board Programs? What are the Top 3 Solutions to these?</i>
4:10 p.m.	Group Readouts
4:20 p.m.	Meeting Summary
4:30 p.m.	Meeting Close

Contact us at: contact@CustomerAdvisoryBoard.org