

CUSTOMER ADVISORY BOARD.org CONFERENCE 2018

**DECEMBER 3-4, 2018
METRO MEETING CENTER | BOSTON**

Welcome to the largest conference WORLDWIDE focused on Customer Advisory Boards. The Customer Advisory Board .org conference is an excellent professional development venue regardless of your program size or maturity; last year 69% of our members had established programs and 31% were in their infancy.

With so many best practices being shared, and so many connections being made, attendees leave energized and ready to implement new best practices to take their Customer Advisory Board programs to the next level. We invite you to:



Hear how leading B2B marketing practitioners are engaging their TOP customers



Challenge your thinking on how Customer Advisory Boards can drive business value



Get tips, tools and best practices you can use immediately with your customers



Network with fellow industry professionals on the leading edge of B2B customer engagement

Last year 90% of the 50 attendees rated the conference as good/excellent. 95% Said they would attend the event again.

REGISTER TODAY AT
<http://bit.ly/CABorg>

CUSTOMER ADVISORY BOARD CONFERENCE AGENDA 2018

WELCOME RECEPTION – 7:00-9:00 pm

Monday, December 3rd, 2018

[Slate Bar & Grill – 109 High Street, Boston, MA 02110](#)

Appetizers will be served at 7:00 p.m. onwards

MAIN AGENDA

Tuesday, December 4th, 2018

[Metro Meeting Center, 4th Floor, 101 Federal St, Boston, MA 02110](#)

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|--------------|---|--------------|---|
| 8:00 | Refreshments & Registration | 12:30 | Lunch & Group Photo |
| 8:45 | Welcome & Meeting Objectives – Gavin Nathan, Chair, CustomerAdvisoryBoard.org | 1:30 | “How to recruit C-Level candidates for an Executive Advisory Board” - CB |
| 8:50 | “How do you ensure a CAB’s longevity? Its all about building value beyond the board.” – David Coates, Director, Customer Marketing, Iron Mountain | 2:15 | “How a consulting organization uses a CAB to drive Employee Effectiveness” – Stephanie Schrankler, Director of Customer Advocacy, Sagitec |
| 9:40 | “What I learned in the first year of managing a CAB” – Dan Skaggs, Group Product Manager, Middle Market, Corporate Payment Systems, U.S. Bank | 3:00 | Refreshment Break |
| 10:30 | Refreshment Break | 3:20 | Roundtable Discussion: What are the Top 3 Challenges you face managing Customer Advisory Board Programs? What are the Top 3 Solutions to these? |
| 10:50 | “Leveraging a CAB program to drive Customer Advocacy” - Pascale Royal, Senior Manager, Global Advocacy Programs, Citrix | 4:10 | Group Readouts |
| 11:40 | “Proven Approaches to Facilitating Customer Advisory Boards” – Eyal Danon, Founder, Ignite Advisory Group | 4:20 | Meeting Summary |
| | | 4:30 | Meeting Close |

PARKING: Below building. TRANSPORT: 15-minute ride from Boston Logan Airport.

Past attendees include:

Oracle, IBM, HP, Intel, Cisco, Aetna, HCL Technologies, AT&T, Adobe, SafeNET, Syncsort, Informatica, National Instruments, First Line Software, Staples, Cornerstone OnDemand, QAS, Wells Fargo, PNC Bank, Experian, AmerisourceBergen, Schwab, Iron Mountain, Pershing, Ryder, eBay, Daimler Trucks, Wolters Kluwer, Sitecore among others...



2014 Attendees



2015 Attendees

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