

CUSTOMER ADVISORY BOARD.org CONFERENCE 2019

**DECEMBER 4-5, 2019
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/CABorg2019>

CUSTOMER ADVISORY BOARD CONFERENCE AGENDA 2019

WELCOME RECEPTION – 7:00-9:00 pm

Wednesday, December 4, 2019

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

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

MAIN AGENDA

Thursday, December 5, 2019

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

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| 8:00 | Breakfast & Registration | 11:40 | “Evolving an Advisory Board over 10 Years” – Janel Ryan, Sr. Director Product Marketing & Sales and Channel Enablement at NetScout |
| 8:45 | Welcome & Meeting Objectives – Gavin Nathan, Chair, CustomerAdvisoryBoard.org | 12:30 | Lunch & Networking |
| 8:50 | “Becoming Customer Obsessed by using Customer Advisory Board Insights to Drive Change” – Stephanie G. Wicky, Group Director, Marketing, Supply Chain Solutions & Dedicated Transportation, Ryder System, Inc. | 1:30 | “Top Sessions to Accelerate Innovative Ideas” – Pascal Marmier, SVP, Swiss Re |
| 9:40 | “Aiming High to Recruit & Engage CAB Members” – Ben Tao, Vice President – Corporate Marketing, FORCEPOINT | 2:15 | “Planning for an Annual Strategic CAB Meeting” – Elyse Begleiter, VP, Corporate Events, BNY Mellon Pershing |
| 10:30 | Refreshment Break | 3:00 | Refreshment Break |
| 10:50 | “The Secret Sauce of Session Design” – Eyal Danon, Founder, Ignite Advisory Group | 3:20 | Group Breakouts: What are the Top 3 Challenges you face managing Customer Advisory Board Programs? What are the Top 3 Solutions to these? |
| | | 4:10 | Group Readouts |
| | | 4:20 | Meeting Close |
| | | 4:30 | Departure |

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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