



WELCOME RECEPTION – Wednesday 7th October 2015

Cliff House Gastro Pub, 12234 Draper Gate Dr, Draper, UT 84020

7-9pm Social networking with appetizers & refreshments overlooking the mountains at sunset

CONFERENCE DAY – Thursday 8th October 2015

Adobe, 3900 Adobe Way, Lehi, UT 84043

8:15 – Continental Breakfast & Networking

8:45 – Welcome & Meeting Objectives

8:50 – Keynote with Q&A: **Perspective of an Executive Sponsor** – *Steve Hammond, Senior Director of Marketing Cloud, Adobe*

9:15 - **What to expect in your first CAB year** - *Samuel Johnson, VP Global Marketing, Ryder*

10:00 - Refreshment Break

10:30 – **The Return On Influence of Advisory Boards: How to drive tangible business value** - *David Coates, Marketing Manager, Customer Programs, Iron Mountain*

11:15 – **Managing Scale: Overseeing a 300+ Member Global CAB Program** - *Alison Lutjemeier, Sr. Manager Customer Advisory Board, Adobe Systems*

12:00 - Lunch

1:00 - **Key Considerations in Planning a World Class Strategic Advisory Board Experience** - *Michelle Radlowski, Program Manager, Dell Software*

1:45 – **Building an advisory board program for diverse industries and geographies** - *Vicki Griffith, Global Director, Customer Programs, Infor*

2:30 - Refreshment Break & Group Photo

3:00 - Roundtable Discussion (attendees divided into groups): **What are the Top 3 Challenges you face managing CAB's? What are the Top 3 Solutions to these?** (*each person to share their perspective and the group to select the Top 3, then brainstorm on potential solutions for each*)

4:00 – Group Readouts (*One representative from each group to share their Top Challenges & Solutions*)

4:20 – Meeting Summary

4:30 – Meeting Close

Email us at: contact@CustomerAdvisoryBoard.org