

Customer Advisory Board .org



Thursday October 6th 2016

Metro Meeting Center - 4th Floor, 101 Federal St, Boston, MA 02110

8:00 – Breakfast Buffet & Registration

8:45 – Welcome & Meeting Objectives – *Gavin Nathan, Founder CustomerAdvisoryBoard.org*

8:50 – “Executive Sponsor Perspective on a CAB Program” *James T. Crowley, Chief Relationship Officer, Pershing a BNY Mellon company*

9:30 - “Executive Sponsor Perspectives on a CAB Program” *Christopher Gaebler, Chief Marketing Officer, Arbor Networks*

10:00 – Refreshment Break

10:30 – "Strategies for Engaging Partners in Advisory Boards to drive Innovation" – *Todd Garrigues, Director North America Reseller Program, Intel*

11:15 – "Creating Compelling CAB Meeting Agendas" - *Eyal Danon, President, Ignite Advisory Group*

12:15 – Lunch & Group Photo

1:15 – "Driving Business Value from CABs" *Angela Nichols, Senior Global Success Program Manager, UpToDate, Wolters Kluwer Health*

2:00 – "Managing Advisory Boards at Scale & Gaining Organization-Wide Sponsorship" *Bonnie Smith, Global Customer Experience Marketing, Akamai*

3:00 – Refreshment Break

3:30 – Roundtable Discussion: 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 Summary

4:30 – Meeting Close

PARKING: Available at the underground garage located at 75-101 Federal St, Boston, MA 02110.

PUBLIC TRANSPORT: A number of ‘T’ Stations are located within walking distance.

AIRPORT: A 15 minute taxi or Uber ride or Silver Line T from South Station.

Contact us at: contact@CustomerAdvisoryBoard.org