

Customer Advisory Board .org



AGENDA

RECEPTION – Monday, December 3rd, 2018

Appetizers will be served at 7:00 p.m. onwards at:
Slate Bar & Grill, 109 High Street, Boston, MA 02110

DAY OF CONFERENCE – Tuesday, December 4th, 2018

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

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

8:00 a.m.	Refreshments & Registration
8:45 a.m.	Welcome & Meeting Objectives – <i>Gavin Nathan, Chair, CustomerAdvisoryBoard.org</i>
8:50 a.m.	“How do you ensure a CAB's longevity? Its all about building value beyond the board.” – <i>David Coates, Director, Customer Marketing, Iron Mountain</i>
9:40 a.m.	“What I learned in the first year of managing a CAB” – <i>Dan Skaggs, Group Product Manager, Middle Market, Corporate Payment Systems, U.S. Bank</i>
10:30 a.m.	Refreshment Break
10:50 a.m.	“Leveraging a CAB program to drive Customer Advocacy” – <i>Melanie Gomez, Program Manager, Global Advocacy, Citrix</i>
11:40 a.m.	“Proven Approaches to Facilitating Customer Advisory Boards” – <i>Eyal Danon, Founder, Ignite Advisory Group</i>
12:30 p.m.	Lunch & Group Photo
1:30 p.m.	“How to manage a CAB more efficiently with technology” – <i>Adam Smith, Senior Manager, Customer Connections, Smartsheet</i>
2:15 p.m.	“How a consulting organization uses a CAB to drive Employee Effectiveness” – <i>Stephanie Schrankler, Director of Customer Advocacy, Sagitec</i>
3:00 p.m.	Refreshment Break
3:20 p.m.	Breakout Group 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