

**Gartner**  
**MARKETING**  
**SYMPOSIUM | Xpo™**

29 April – 1 May 2019 | San Diego, CA  
[gartner.com/us/marketing](http://gartner.com/us/marketing)

**Grow revenue.**  
**Drive CX.**  
**Lead innovation.**

**Early-bird discount**  
**Save \$450 by March 1**

**Jennifer Polk**  
Vice President Analyst  
Gartner



# Thriving in a world of uncertainty: The new normal for marketing leaders

## An era of change demands unprecedented marketing leadership

Gartner Marketing Symposium/Xpo™ 2019 has been designed to address the shifts and the chaos. This unparalleled program offers CMOs and senior marketing leaders an expanded agenda of research, advice and shared learning — all in an intimate atmosphere designed for collaboration and creative thinking.

Our rigorous methodologies and objective point of view cut through the hype to dive deeper into the areas that matter most to you.



Drive your marketing vision, communicate your strategy and lead with confidence.



Understand marketing data and analytics to achieve your goals and measure success.



Gain critical insights to navigate global/local market changes and socioeconomic shifts.



Evaluate the vast martech landscape and identify the solutions that support your goals.



Deliver an exceptional customer experience across all channels and touchpoints.



Identify platforms and tools to influence B2B buying engagement and growth.

# Defy the unknown in 2019

Compare notes with fellow marketers. Learn from industry experts. Then watch ideas multiply as you explore new marketing technology solutions at the Solution Showcase. From the opening keynote to your one-on-one meeting with a Gartner expert, you'll find everything you need to power a world-class marketing strategy.



## Strategic advice

Meet with Gartner experts to learn about the latest strategic trends in marketing and explore how you can apply these insights to achieve your goals.



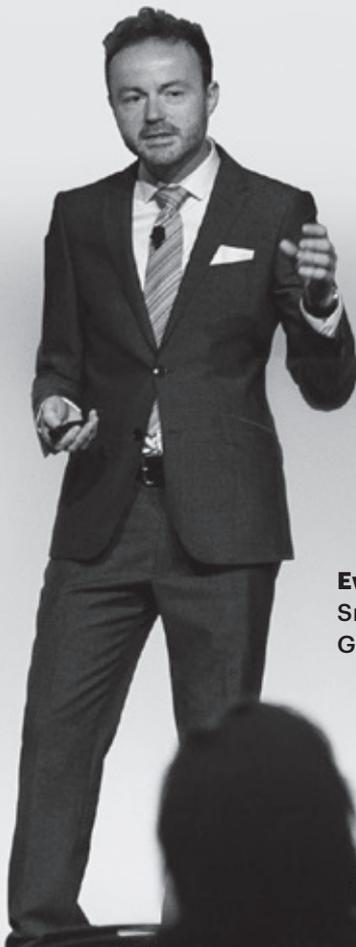
## Guaranteed inspiration

Fuel up on ideas from visionary marketing leaders who have a unique take on what's next for marketing, business and technology.



## Technology solutions

Explore the latest technologies — and find solutions that will accelerate your marketing success.



**Ewan McIntyre**  
Sr Director Analyst  
Gartner

# Join a global community of CMOs

## Gartner CMO Circle

### Application required

This exclusive program within the conference is specifically designed for chief marketing officers and business-unit marketing heads. Modern CMOs must shepherd their brands through a complex cultural landscape; create an environment that can attract, retain and develop talent; and effectively communicate the value of marketing to other leaders, all while driving revenue and improving customer experience. Gain pragmatic insights into key issues including talent, working with agencies, elevating marketing with customer experience, and more.

#### Monday, April 29

- Mastering the In-House Agency: Biggest Success Factors and Alarming Challenges
- Roundtable: Chief Revenue Officer — Competitor or Attribute?
- Workshop: Creating and Influencing Disruptive Growth From the C-Suite

#### Tuesday, April 30

- Overcoming the Central Challenge That Contributes to CMO Dissatisfaction and Turnover
- Top Questions You Need to Answer for Your Board
- Roundtable: Evangelizing Marketing in the Enterprise
- 20/20 Session: Be the Change — The Role of Brands as Activists in a Culturally Charged Era
- How CX Elevates the Marketing Function

#### Wednesday, May 01

- Tackle Talent Challenges to Deliver Growth

### What's included

- Powerful roundtable, workshop and breakout sessions designed to promote thought leadership and peer discussion
- CMO-only luncheons with inspiring guest speakers
- Exclusive access to research and Gartner expert facilitators
- The opportunity to network and connect with a community of CMOs from a variety of industries
- Early access to book your Gartner one-on-one meeting and sessions requiring preregistration
- Concierge services to help you make the most of your time at the conference, including scheduling assistance

### How to apply

Attendees who are the CMO or true head of marketing may apply during the registration process. Please note that applications for the CMO Circle are reviewed based on these criteria:

- Applicants must have marketing leadership responsibilities for a business unit or division
- Applicants must not report into any higher marketing executive
- Applicants are not employed by an organization that provides products or services to marketing professionals

## CMO Circle exclusive luncheon speakers



**Lera Boroditsky, Ph.D.**  
Professor of Cognitive Science,  
UC San Diego



**Scott Galloway**  
Gartner L2 and Professor of Marketing, NYU Stern School of Business



**Kimberly Whitler, Ph.D.**  
Professor, Darden School of Business, University of Virginia

# Keynotes



**Jonah Berger, Ph.D.**  
Associate Marketing  
Professor, Wharton  
School of Business

## Guest keynotes

### **Invisible Influence: The Hidden Forces That Shape Behavior**

**Monday, April 29: 4:30 – 5:30 p.m.**

Are you trying to motivate employee behavior and consumer buying decisions, or drive political or public opinion? Dr. Jonah Berger helps you look at the subtle and secret influences that drive the decisions we make — from what we buy, to where to eat, to what we wear and the careers we choose. A must-see presentation for anyone tasked with persuading others to take action. Get ready for a keynote brimming with ideas that provoke reflection and give you the tools to capitalize on invisible influences.



**Ingrid Fetell Lee**  
Author, *The  
Aesthetics of Joy*

### **The Secret to Creating Universally Joyful Products and Experiences**

**Tuesday, April 30: 4:30 – 5:30 p.m.**

We think of joy as elusive and intangible, but what if we could create products and experiences that reliably give people a feeling of joy? In her keynote, Ingrid Lee reveals the specific physical attributes that trigger our hard-wired impulses toward joy, showing why some products feel delightful while others don't, and how tangible elements can be used to create powerful moments of surprise, magic and wonder. Grounding these insights with real-world examples, Ms. Lee shows how the aesthetics of joy can be used to create unique, innovative products and experiences that can captivate audiences, increase the adoption of new technologies and build well-loved brands with timeless appeal.

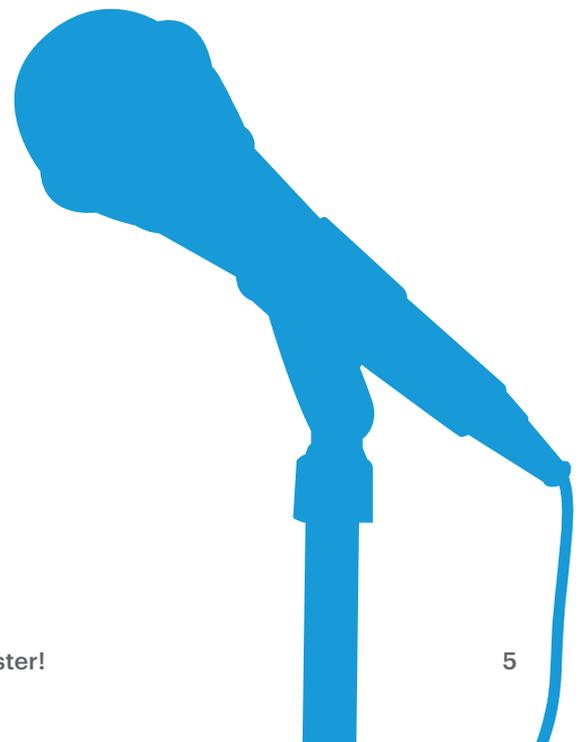


**Afdhel Aziz**  
Author

### **Good Is the New Cool: Market Like You Give a Damn**

**Wednesday, May 1: 1:45 – 2:30 p.m.**

How can business be a force for good? Author Afdhel Aziz shows us how to balance profit with the needs of our consumers and communities. He shares insights from his research on purpose-driven brands like Warby Parker and Adidas and thought-provoking principles from his book to help businesses future-proof for the millennial and Gen Z generations of conscious consumers — and also attract the best employee talent who are drawn to organizations where they can do meaningful work.



# Sessions at a Glance

Here's a sampling of track sessions backed by the latest Gartner research for marketers

## A. Vision & Leadership

Strategizing, communicating and executing your vision as a marketing leader is critical and increasingly complex. Through Gartner experts and innovative ideas from industry leaders, we inspire you to bring your ideas to life and deliver results.

### Monday, April 29

- Power Your Marketing Strategy With Gartner Research and Survey Insights
- In the Company of Genius

### Tuesday, April 30

- 20/20 Session: Achieving End-to-End Marketing Proficiency
- Getting the Most From Your Organizational Structure — What Should Marketing Leaders Centralize or Decentralize?
- Adapting to the Evolving Digital Consumer
- Visual Literacy

### Wednesday, May 01

- How to Adopt an Agile Approach to Strategic Planning in Marketing
- Leading Marketing Teams Through Change



## Preconference Workshops\*

### Sunday, April 28, 2019

1:00 – 2:30 p.m.

Customer-Centric Survey Design

1:00 – 2:30 p.m.

Mapping the B2B Buying Journey

2:45 – 5:15 p.m.

Introduction to User Experience Design

\*Included with your registration. Note: Workshops require prior booking through Gartner Events Navigator.

## B. Emerging Customer & Market Insights

Industries are evolving or dying, audiences are polarizing and global/local market considerations have never been more relevant. We help you stay ahead by helping you understand how the landscape is changing.

### Monday, April 29

- 20/20 Session: Customer-Driven — Using Consumer Insights for Great Business Decisions
- They're Alive! How Consumer Values Bring Customer Data to Life
- Millennials Now: Activating the Power of America's Largest Consumer Cohort

### Tuesday, April 30

- Mass Market Brands: Win the Battle for Relevance!
- Conquering the Digital World of Gen Z
- China Decoded: Digital Strategies That Win With Chinese Consumers
- Amazon Ambivalence: Emerging Consumer Frustration Creates Openings for Discouraged Brands

### Wednesday, May 01

- The Next Disruption: How Mobility and Algorithms Will Upend Marketing As We Know It
- Upper-Class Income, Middle-Class Attitudes: Decoding the Core Values of the Affluent

## C. Customer Experience

Savvy brands recognize that they're only as good as their customers' last, best customer experience. We give you the insight and tools to take your CX to the next level.

### Monday, April 29

- How to Walk Your Talk: Aligning CX to Brand Message
- Tactical and Practical Steps to Customer Experience Journey Mapping
- Building Loyalty Through Salient Experience Design

### Tuesday, April 30

- Drive Growth by Inciting Customer-Centric Action
- 20/20 Session: Deliver Seamless Cross-Channel Customer Experiences
- The ROI of CX: How to Make Customer Experience Matter to Your Business Results
- 20/20 Session: Brand Value and Purpose-Driven Marketing With National Geographic

### Wednesday, May 01

- Enhancing Your Customer Experience Through User Research
- Innovating the Digital Customer Experience

## D. Multichannel Marketing

Today's customer may pick up your marketing message at any stage of their purchase, in any channel. Explore how to orchestrate your channel activities to deliver the right messages to the right customer at the right time to drive business outcomes.

### Monday, April 29

- The Future of Multichannel Marketing Is You
- Generating Breakthrough Multichannel Marketing Initiatives

### Tuesday, April 30

- It's Time to Power Up Your Search Marketing Strategy
- Building Blocks for Best-in-Class Personalization Campaigns
- 20/20 Session: How to Tap New Mobile Capabilities for Marketing Success

### Wednesday, May 01

- The X's and O's of a Successful Amazon Playbook
- Why Your Loyalty Program Won't Work, and What to Do About It

## E. Influencing B2B Buyers

B2B marketers have unique needs. We help you stay ahead with emerging enterprise and small business buyer insights and inspire you with advances in demand generation and sales enablement.

### Monday, April 29

- Making the Case: Position Digital Commerce as the Platform for B2B Growth
- Optimizing Sales Enablement to Accelerate and Win More Deals
- Driving Growth From Existing Customers

### Tuesday, April 30

- Small Business Owner Panel — Straight From the Source
- Building B2B Buyer Advocates
- Winning Preference Through the Corporate Brand

### Wednesday, May 01

- Quantifying B2B Digital Marketing Success
- Collaboration, Data, Personalization: How ABM Is Transforming B2B Marketing

## F. Data, Analytics & Measurement

Achieve your marketing goals and measure your successes through the adept use of data and analytics. We inspire you with advances in measurement, modeling, and targeting and personalization.

### Monday, April 29

- Building an Innovative Marketing Analytics Organization
- Numbers Are Not Equal — On Which Will You Bet Your Marketing Dollars?

### Tuesday, April 30

- The Road to Better Marketing Is Paved With Better Data
- Understanding Consumer Privacy Demands in the Era of Big Data
- Audience Hide & Seek: Use Data to Find and Reach Targets With Multiplatform Ad Campaigns
- Building Your CDP — Customer Data Proficiency

### Wednesday, May 01

- Enabling Synthesis to Drive High-Quality Decision Making
- The Marketing Analytics Roadmap: Your GPS for Navigating the Evolving Technology Landscape

## G. Marketing Technology (Spotlight track)

Marketing leaders struggle with technology acquisition and deployment. This unique "track" incorporates a martech topic within each of the other conference tracks. We help you understand the vast martech landscape and make the right technology decisions.

### Monday, April 29

- Benchmark Your Multichannel Marketing Technology Stack to Thrive in 2020 and Beyond
- The Marketing Analytics Roadmap: Your GPS for Navigating the Evolving Technology Landscape
- Move Over, Giorgio: Why Your Next Creative Director Might Be an AI

### Tuesday, April 30

- 20/20 Session: Up Close and Personal: Winning Strategies, Tactics and Tools for Personalization

### Wednesday, May 01

- Building a Framework to Select Third-Party Data Vendors for Smarter Marketing
- Truth, Trust and Authenticity: Why Blockchain Really Matters for Brands

Agenda as of January 17, 2019, and subject to change

# Experience the power of Gartner live

**Join us for a powerful mix of Gartner expertise, inspiration, executive peer engagement and innovative solutions — in one place, at one time**

## **Subject matter experts**

Get practical guidance from successful practitioners who understand the challenges you face from the client side of the desk — because they've been there. Tap into best practices and fresh ideas from a variety of industries and marketing professionals — seasoned marketing leaders with impressive marketing and digital pedigrees. Our team brings a proven track record of success to the table.

## **Digital performance benchmarking**

Gartner L2 provides data-driven digital performance benchmarks and insights from leading brands. The Digital IQ Index benchmarks the digital performance of 2,200+ brands across four dimensions. Visit the Gartner Zone on-site for more information.

## **Marketing research and methodologies**

Experience the findings of our quantitative and qualitative research and surveys across key initiatives and strategic capabilities directly from the experts for the deepest insights. Our sessions offer you the opportunity to learn from the tools, formulas and frameworks designed to help you identify and prioritize the right goals for your business.



## Meet solution providers

Representing a full range of products and solutions to help marketers work smarter, show ROI and leverage data to improve business results, the Marketing Symposium/Xpo Solution Showcase gives you the opportunity to evaluate the landscape and prepare for future products in one convenient location. Expand your understanding of what's possible, explore new technologies, validate ideas and discuss strategic direction with this year's exhibitors.

### Solution Showcase

Evaluate the provider landscape and prepare for future projects. Experience the world's leading solution providers in one convenient location.

### Solution provider sessions

When you're looking for products and solutions to address a specific issue, solution providers will deliver a 360-degree view of your options. These sessions help expand your perspective.

# This year's exhibitors

## Premier



### Adobe

Adobe gives everyone — from emerging artists to global brands—everything they need to design and deliver exceptional digital experiences. We're passionate about empowering people to create beautiful and powerful images, videos, and apps, and transforming how companies interact with their customers across every screen.



IBM Watson Marketing is the world's leading AI-powered marketing platform — Designed from the ground-up to help marketers build better customer experiences, drive new levels of personalization, and understand their customers in new and exciting ways. Watson Marketing is the only marketing platform that helps teams work smarter by giving them the insights they need, when they need it, and connecting your marketing ecosystem.



Salesforce is the #1 CRM. Our solutions work together to manage your sales, marketing, customer service, and more in one central location. We built our platform with our customers and yours in mind, meaning it's intuitive, personalized, and built to grow with your business.



TCS Interactive helps the world leading brands innovate, create, and deliver industry leading digital experiences across the entire user journey by applying a design-led approach. We bring together design, content, technology to deliver superior business results, and outstanding ROI.

## Platinum



BloomReach enables highly personalized digital experiences for enterprises around the world. BloomReach Experience is the world's first Digital Experience Platform designed specifically for retailers, brands, distributors and manufacturers. It combines a next-gen CMS with AI-powered digital merchandising and super search. BRX stimulates customer engagement and loyalty, even as it boosts conversion and increases revenue.



OneTrust is the largest and most widely used dedicated privacy management technology platform for compliance with global privacy laws. More than 1,700 customers, including 200 of the Global 2,000, use OneTrust to comply with data privacy regulations across sectors and jurisdictions, including the EU GDPR, ePrivacy (Cookie Law) and the California Consumer Privacy Act.



SAS is the leader in analytics. Through innovative analytics, business intelligence, and data management software and services, SAS helps customers at 83,000 sites around the world to make better decisions faster. No matter where you start, SAS Customer Intelligence takes you from data to insight to action to help reduce customer churn, increase customer profitability and streamline operations.



Zeta Global is a Customer Lifecycle Marketing Company that helps the world's leading brands acquire, grow, and keep customers by leveraging AI, machine learning, data, and analytics for consumer driven results. learning, data, and analytics for consumer driven results.

## Silver

6sense	Marketo
Acquia	Modus
ActionIQ	mParticle
AgilOne	Optimove
ARM Treasure Data	Oracle Marketing Cloud
Azuqua	Periscope
Crownpeak	RedPoint Global
Demandbase	Synthio
e-Spirit	Uberflip
Jahia	Vibes
Kapow	Zoho
Lytics	

Exhibitor list as of December 28, 2018, and subject to change

# Your priorities. Your agenda. Your experience.

No other marketing conference matches the depth and breadth of content for your entire marketing organization. With more than 50 hours of expert-led sessions and access to thought leaders throughout your three days in San Diego, it's a tailored experience from start to finish.

## **Unbiased Gartner expertise ready to help turn your vision into action**

As the world's leading research and advisory company, we equip marketing leaders and their teams with the indispensable insights, advice and tools to achieve their critical goals and build the successful organizations of tomorrow. Our rigorous methodologies and objective point of view cut through the hype to dive deeper into the areas that matter most to you.

### **Where we deliver**

At Gartner, our mission is to provide deeper, richer and more relevant content than you'll find at any other marketing conference. Our dedicated on-site team of experts strive to help you and your business succeed.

- 100% independent, unbiased research and analysis
- 100+ hours of research-backed and expert-led presentations
- A private Gartner one-on-one meeting with a research expert

### **Customize your agenda**

#### **Agenda planning**

Plan and organize your on-site experience quickly and easily with Gartner Events Navigator online or via the Gartner app. View and customize your agenda by:

- Date and time
- Expert and speaker profiles
- Track

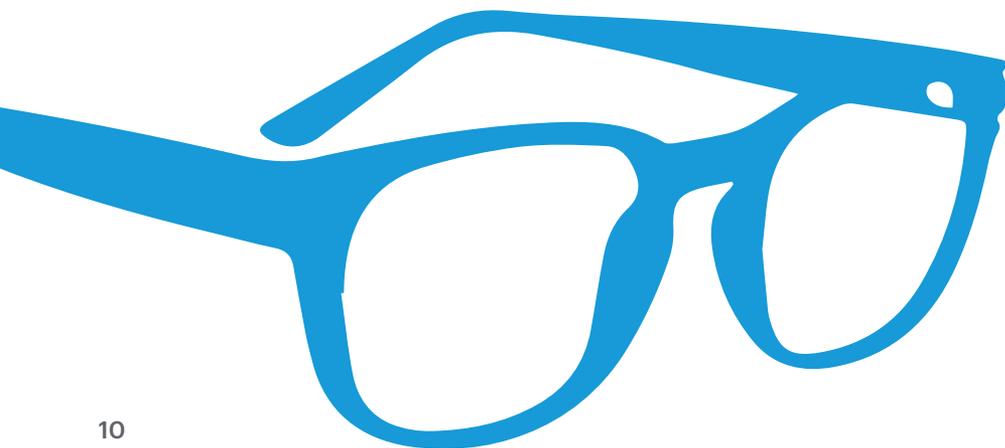
### **Resources**

#### **Access to conference documents and resources**

Registered attendees will have access to select Gartner presentation documents and audio recordings through Gartner Events Navigator or the Gartner app for easy reference during and post-event.

#### **A directory of exhibitors**

Find the solution providers you need to meet and identify their core area of expertise with this simple guide.



## Interact with experts



### Meet one-on-one with a Gartner expert\*

These popular meetings offer you 30 minutes of undivided attention from a Gartner expert. Bring an idea or challenge to share for detailed guidance on the matters most critical to your success. (Preregistration is required.)



### Roundtables\*

These topic-driven end-user forums are moderated by Gartner experts. Learn what your peers are doing around particular issues and across industries. (Preregistration is required.)



### Workshops\* Sunday, April 28, 2019 1:00 – 5:15 p.m.

Small-scale and interactive, drill down on specific topics with a how-to focus. (Preregistration is required.)



Ask the Expert sessions  
Intimate Q&A style discussions on a specific topic, featuring one Gartner expert.

## Network with peers



### 20/20 case study sessions

This unique session style enables you to hear directly from your peers with a layer of insight from a Gartner expert. Learn from their real-world experiences and walk away with actionable lessons.



### Solution Showcase receptions and special events



### Meetups\*

Pick a topic and join up to 10 peers in a relaxed setting to exchange ideas, build relationships and address mutual challenges face to face. (Preregistration is required.)



### Sunrise activities\*

Calling all morning people! Join your peers for a fun run/walk and sunrise yoga to get yourself energized. (See Gartner Events Navigator for details.)

\*Requires online preregistration, space is limited. Depending on availability and eligibility, registered attendees may sign up for this type of session via Gartner Events Navigator. One-on-one meetings are subject to expert availability and are not intended for vendor briefings or product demonstrations.

# Registration and pricing

## Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more ground, sharing your session take-aways later.

### Complimentary registrations

- 1 for every 4 paid registrations
- 2 for every 8 paid registrations
- 3 for every 12 paid registrations

For more information, email [GartnerGlobalEvents@gartner.com](mailto:GartnerGlobalEvents@gartner.com) or contact your Gartner account manager.



## Gartner conference tickets

We accept one Gartner digital marketing ticket for payment. If you are a client with questions about tickets, please contact your account manager or call +1 203 316 1200.

## 3 ways to register

**Web:** [gartner.com/us/marketing](http://gartner.com/us/marketing)

**Email:** [GartnerGlobalEvents@gartner.com](mailto:GartnerGlobalEvents@gartner.com)

**Phone:** 1 866 405 2511

## Early-bird discount Save \$450 when you register by March 1

**Early-bird price: \$3,500**  
Standard price: \$3,950



## Gartner hotel room rate \$299 per night at Marriott Marquis San Diego Marina

333 West Harbor Drive  
San Diego, CA 92101  
Phone: 619 234 1500

The deadline to reserve a hotel room through the Gartner hotel reservation site, and at the discounted rate, is 5:00 p.m. EDT on March 29, 2019.

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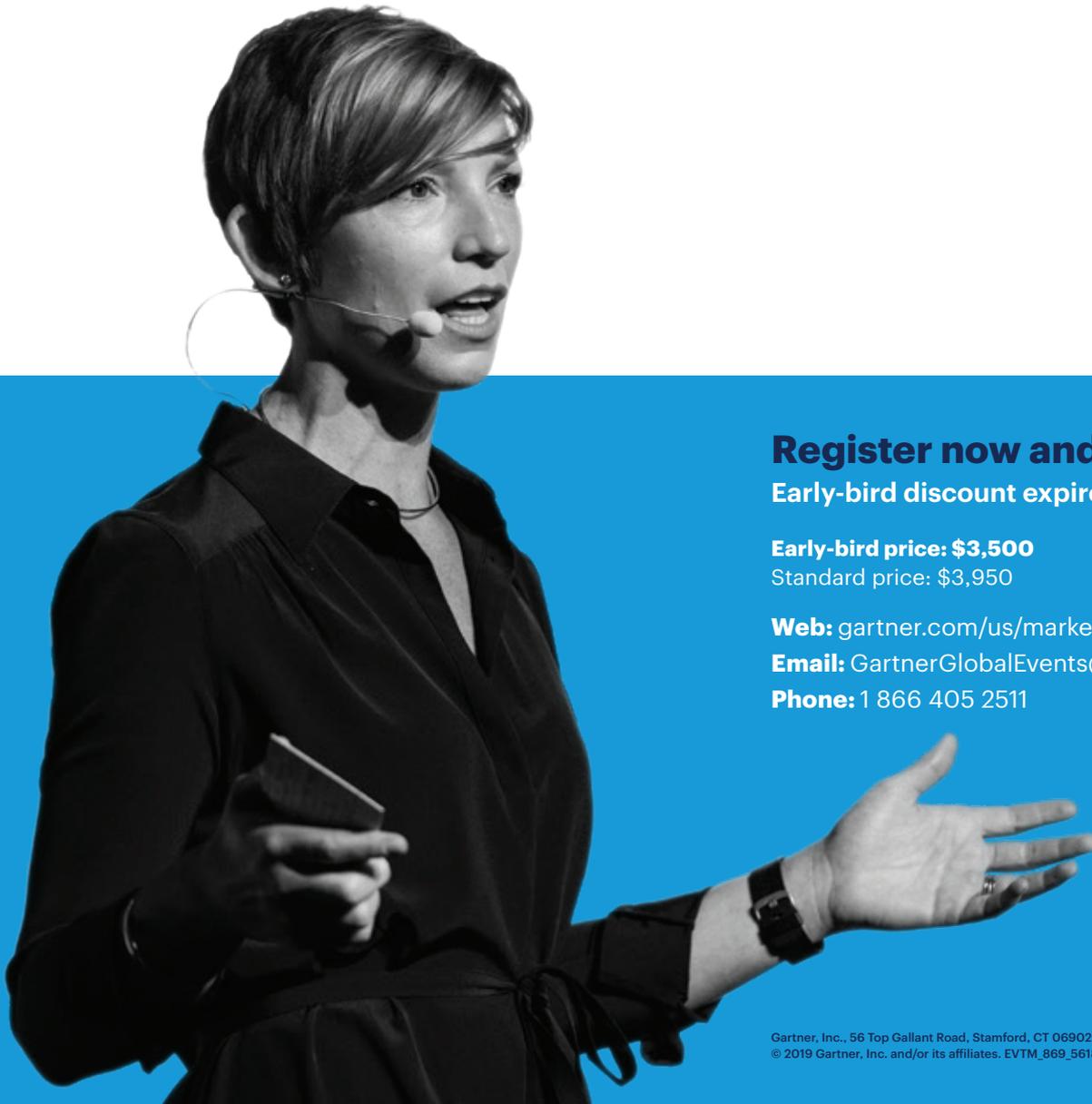
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Priority Code

**Join the conversation**



**#GartnerMKTG**



**Register now and save \$450**

**Early-bird discount expires March 1**

**Early-bird price: \$3,500**

Standard price: \$3,950

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**Email:** [GartnerGlobalEvents@gartner.com](mailto:GartnerGlobalEvents@gartner.com)

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