Harness Marketing’s Power and Purpose

The World’s Most Important Gathering of CMOs and Marketing Executives™
Let marketing light the way

Non-stop change. Disruption. New norms and processes. Finding solid footing is more challenging than ever for enterprises today. This is the time for marketing to light the way. Are you ready to strike the match?

Join your fellow marketing leaders at this year’s Gartner Marketing Symposium/Xpo™ conference, where you learn to:

• Deliver the capabilities, talent and processes marketing and customer experience (CX) leaders need to adopt to execute CX

• Manage touchpoints through multichannel orchestration and cross-functional collaboration to support the customer journey and deliver on business needs

• Drive growth through sales channels, digital commerce, and partnerships with direct and indirect sales teams

• Develop a communication strategy to employees, business partners, shareholders and customers to drive measurable results
Marketing leaders: Are you ready to strike the match?

Meet with Gartner experts to explore the latest trends, technologies and ideas for marketing now and marketing next. Don’t miss this chance to find inspiration for the future and discover how this year’s conference insights can be applied to drive growth for your organization.

**Strategic advice**

Connect one-on-one with Gartner experts to learn about the latest strategic trends and explore how these insights can be applied to achieve your most critical priorities.

**Thought leadership**

Find inspiration from visionary leaders who have unique perspectives on business, technology and purpose.

**Technology solutions**

Discover solutions that will add the most value to your business.

**Peer community**

Expand your networking and meet with other marketing leaders to discuss shared challenges and discover answers.

Ewan McIntyre
VP Analyst
Experience Gartner conferences virtually

You can still join the most important gathering of CMOs and marketing leaders from wherever you’re working — no travel required. The virtual conference is designed to offer you the same objective Gartner research and lessons from the experiences of your peers in one easy-to-navigate platform.

Access the same data-backed insights, with a few added perks:

• Learn from your marketing peers. Our virtual platform accommodates an ever-larger number of marketing leaders than could have attended in person, meaning increased professional networking opportunities for all.

• Enjoy flexibility to review more sessions. More than 60 agenda sessions are available on demand for 90 days postconference, minimizing scheduling conflicts.

• Take advantage of interactive sessions with peers and Gartner experts. In addition to scheduling a personal one-one-one consultation with a Gartner expert, you can engage in peer-to-peer discussions in roundtables and get your questions answered in Ask the Expert sessions.
Join a global community of CMOs

The Gartner CMO Circle at Gartner Marketing Symposium/Xpo 2022 offers CMOs the opportunity to connect with peers across regions and industries and gain new perspectives.

Join your fellow CMOs to learn how to:

• Drive strategic growth and customer retention
• Lead your teams through new ways of working and deliver success in hybrid work environments
• Reskill marketing talent with digital capabilities without losing traditional experience
• Use data to precisely target, measure and improve marketing results
• Maintain (or win) your place at the executive table by being the authority on the customer.

What’s included in this CMO-exclusive experience:

• Powerful roundtables and workshops designed to promote thought leadership and peer discussion
• Priority access to book one 30-minute 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

* Gartner one-on-one meetings are 30-minute, private on-site consultations with Gartner experts; each CMO Circle Member is entitled to one.

** There are no additional costs associated with the CMO Circle. To ensure an exclusive CMO-only experience, attendees must qualify and meet the criteria to participate. Visit gartner.com/us/marketing, click on Agenda and select CMO Circle to view a complete list of eligibility criteria.

“The conference was really well-presented, excellent content, great presentations, great keynote speaker. I learned a lot, and it gave me exciting information to take back to my team.”

Gartner Marketing Symposium/Xpo 2021 attendee
Get inspired by the Gartner keynote and guest speakers

Gartner keynote

Architecting the Customer-Led Digital Enterprise

Marketing and communications teams have seen increasingly complex customer journeys and changing talent dynamics, on top of organizationwide reorientation around digital-first customer strategy. As functional boundaries continue to blur, shadow functions emerge, and customer data and technology disperse across the enterprise, leaders are finding it harder to show their value. Join us and learn how to challenge conventional wisdom about what your team must own — and what you should defer — and how to prioritize the right capabilities, operations and investments to unlock digital growth and demonstrate your impact on the business.

Visit gartner.com/us/marketing or call 1 866 405 2511 for updates and to register.
A Conversation With Luvvie Ajayi Jones

Hear an incredible interview with Luvvie Ajayi Jones. Best known for her trademark wit, warmth, perpetual truth-telling and troublemaking, Luvvie Ajayi Jones hosts her own social platform, LuvvNation, and is the go-to source for conversations about all things buzzworthy. Also, she is the co-creator of the #SharetheMicNow2020 global movement, a campaign that amplified the voices of Black women by having white women with huge followings, such as Julia Roberts, Kourtney Kardashian and Gwyneth Paltrow, swap social media platforms with them. In this conversation, she shares anecdotes from her life and careers, and what can happen when you blindly follow doing what you love without expectation.

A Conversation With Sarah Robb O’Hagan

Join us for an interview with business leader, author and EXOS CEO Sarah Robb O’Hagan. With a strong track record of implementing game-changing innovation and growth strategies, she shares anecdotes from her time working for team-oriented corporate cultures (including Nike and Virgin), as well as insight into the strategies she used while leading major global companies.

Exclusive CMO Circle Workshop*

Think Like a Futurist: How to Leverage Trends and Patterns to Create What’s Next

We collectively have been through more change in the past few years than we have in the previous decade. The future needs leaders with energy, stamina and increased ability to inspire and engage teams in the hybrid workplace. The future needs more leaders to think like futurists. This workshop is designed to inspire leaders to think like futurists and to look for patterns and leverage trends to increase energy, innovate and collaborate at the speed of change.

*Application and preregistration is required.
Explore future trends in our Signature Series

Each year at Gartner Marketing Symposium/Xpo, we reveal the latest Gartner research as part of our Signature Series. Sessions cover some of the most anticipated insights and findings to get you ready for the year ahead.

The State of Marketing Spending and Strategy: Insights From the Gartner CMO Spend Survey
Get an exclusive first look at 2022 data and insights from the new and improved Gartner annual CMO Spend Survey. Following significant budget challenges, how have budgets recovered, and what are CMOs’ spending priorities? In this session, you learn about the state of marketing budgets in 2022, the strategic priorities of marketers across industries and the channels CMOs are investing in to drive growth.

2022 Gartner Marketing Organization Survey
CMOs wrestle with questions about how their marketing organization should be structured for now and the all-digital future. In this session, we share the 2022 Gartner Marketing Organization Survey findings to help you benchmark your organization structure and talent strategies against those of your peers.

In the Company of Genius
The Gartner Digital IQ studies analyze thousands of data points across each brand’s digital footprint to identify the best-of-the-best in each industry, the Genius brands. While each industry has unique competitive and operational characteristics, there are attributes that Genius brands have in common. Learn from the best as we highlight the commonalities to help build and apply these practices to your brands.

What Works in Customer Experience: Insights From the Gartner 2021 CX Management Survey
Gartner surveyed hundreds of CX leaders at the end of 2021 and uncovered the practices most associated with CX success. Learn which tools, practices and metrics are used by the CX programs that most improve customer satisfaction, loyalty and advocacy. We share insights on the role of the voice of the customer, personas, journey maps and ROI approaches to your CX results.
An agenda for your unique challenges

This year’s vigorously vetted and peer-reviewed agenda delivers the latest technology, strategy and leadership insights covering the challenges most critical to CMOs and marketing leaders. Hear what our track managers have to say.

Agenda tracks

Assert Marketing’s Relevancy and the Relevancy of Your Marketing

Campaigns aren’t dead, but they no longer reflect all that marketing has to offer. What’s new, though, comes with new cost structures, operating models and talent requirements. At a time when digital is no longer marketing’s exclusive domain, there is a need to convince stakeholders that marketing leaders have the right strategy and skill sets to build new capabilities and continuously improve existing ones. Learn from the experts how to define and defend the value of marketing’s own next best action.

“Digital is not the differentiator of marketing’s value to the enterprise. Marketing leaders need to channel their team’s creative competencies beyond campaigns and establish new processes that showcase marketing’s ability to identify and realize market opportunity.”

Michael McCune, Senior Director, Advisory

Sessions include:
- Shifting From Design to Implementation: The Three Cs of Successful Marketing Strategy Execution
- Rethinking Brand Health
- Operational Minimalism: Make Everything Simpler

Shape the Future of Marketing With Insight, Data and Analytics

Insight, data and analytics are propelling us into the next wave of marketing evolution. Marketing leaders have the opportunity to adapt customer data strategy and marketing measurement to future-proof the organization and navigate an increasingly complex data environment. Revisit the basics of data-driven marketing and break into advanced techniques. Learn the skills, tools and vision necessary to optimize marketing, inform critical business decisions and differentiate yourself from your competitors.

“Marketing data and analytics laid the building blocks of modern marketing — but those blocks are starting to wobble. Organizations must adapt marketing measurement and data management capabilities to maintain relevance and compliance, supporting both growth and stability needs within an ever-changing landscape.”

Rachel Smith, Associate Principal Analyst

Sessions include:
- Reality Check! What’s Up With Marketing Analytics?
- Master Two Formulas to Turbocharge Your Marketing Analytics
- Emerging Market Alert: The New Young Adult Consumer
Customer experience is defined as the customer’s perceptions and related feelings caused by the one-off and cumulative effects of interactions with a supplier’s employees, systems, channels or products. While CX is expansive, what companies do to succeed in CX requires a narrow and specific focus. You can’t improve every touchpoint, so you must start by understanding the end-to-end journey of key customers, the ideal state for the customer and the gaps you must resolve. We discuss what capabilities, cultural changes and processes marketing and CX leaders need to adopt to move from saying CX is important to doing CX.

The integration of CX into corporate values is growing, but success in CX has plateaued. To achieve corporate goals, companies must start by investing in leadership that owns and demonstrates CX through continuous listening to customers and employees.”

Leah Leachman, Director Analyst

Orchestrate Multichannel Marketing to Support the Customer Journey
Best-in-class digital marketers drive business growth through coordinated customer engagements that span a growing array of touchpoints. But channel shifts exacerbated by the early stages of the pandemic show no sign of settling down. To orchestrate marketing’s role in supporting the customer journey, multichannel orchestration — and the skill sets, processes, content and tools that deliver it — must become a strategic priority. More than ever, this will mean cross-functional collaboration. Learn how to effectively manage touchpoints — online and offline — and improve journey orchestration to deliver your business goals.

Customer journeys are more complex than ever, which creates strategic, data and operational challenges for marketers — they must operate more efficiently while collaborating across functions and channels”

Jay Wilson, VP Analyst
An agenda for your unique challenges (continued)

Agenda tracks

Defining Marketing’s Role in Driving Commercial Growth
Marketing leaders increasingly find themselves on the back foot, pressured to support commercial growth goals while their budgets are declining. With other functional leaders looking to seize larger roles in defining how the organization engages with prospects and customers, slow-reacting marketing leaders run the risk of ceding influence. Learn how you can proactively define (and protect) marketing’s role in driving commercial growth through sales channels, including owned and third-party digital commerce, and through partnership with direct and indirect sales teams.

Digital initiatives intended to keep up with evolving customer buying behaviors are expanding beyond marketing to become enterprisewide priorities. Marketing leaders who can’t assert a clear vision for capitalizing on commercial opportunities run the risk of taking a back seat in their organization’s digital transformation.”

Rick LaFond, Director Analyst

Extend the Impact of Your Martech Ecosystem
Marketing leaders are in a unique position to direct and influence their enterprise through digital transformation. Improve the agility of your martech ecosystem and ensure it meets your strategic goals. Break through siloed teams’ walls and increase your technology partnership across the enterprise to avoid redundant investments. Pressure-test your use cases for your martech investments and roadmap against emerging trends. Learn how to prove the value of your technology investments, navigate the martech landscape and support your marketing strategy.

Faced with a convoluted and ever-changing martech landscape, marketers must stay in front of emerging technologies while improving the effectiveness of their martech ecosystems.”

Tia Smart, Associate Principal Analyst

Sessions include:

• How to Create Actionable Customer Buying Journey Maps to Improve B2B Customer Acquisition
• The Fundamentals of Marketing and Sales Alignment
• Use These Four Building Blocks to Drive Digital Commerce Growth With Third-Party Retailers and Distributors

• Driving Successful Adoption of B2B Marketing Automation Platforms
• B2B Sales Is a Team Play: Select Your Best CRM Tools for Success
• Build Pragmatic Martech Measurement Plans That Drive Clear Outcomes on Investments

Faced with a convoluted and ever-changing martech landscape, marketers must stay in front of emerging technologies while improving the effectiveness of their martech ecosystems.”

Tia Smart, Associate Principal Analyst

Gartner Marketing Symposium/Xpo 2022
Leading From Within: Communicating Internal/External Change
As the dust settles after a season of disruptive change, many organizations are focusing on what they truly are. Leveraging shifts across culture, talent and supply chain opens doors to new opportunities in expressing truth and meaning to internal and external stakeholders alike, both of whom are becoming more influential in brand and organizational success. Learn how to architect and activate your communications strategy across a diverse spectrum of employees, business partners, shareholders and customers, and drive valuable progress toward measurable enterprise and reputation outcomes.

Stakeholders are demanding truth and transparency; now is the time to leverage change and turn chaos into clarity, with meaningful marketing and communications that result in measurable outcomes.”

Hillary Plank, Director Advisory

Meet innovative technology providers in our Exhibitor Engagement Zone
The virtual Gartner Marketing Symposium/Xpo helps you gain access to exhibitors within your own workspace, at your own pace. Take advantage of your ability to access some of the world’s leading technology and solution providers to help you accelerate your technology decisions.

Interested in exhibiting?
Contact us at exhibit@gartner.com.

View Exhibitors
Visit gartner.com/us/marketing or call 1 866 405 2511 for updates and to register.
Tap into the power of peer engagement

At Gartner Marketing Symposium/Xpo, you experience the strength of peer connection firsthand, in an environment ideal for sharing knowledge, resolving issues and forging meaningful professional relationships.

**Expand your network and your thinking**

You strengthen your peer connections and build your knowledge base through opportunities to network with fellow marketing leaders.

- Discuss the topics that matter most.
- Problem-solve with fellow attendees at roundtables facilitated by Gartner.
- Learn from your peers’ experiences in CMO Story sessions.
- Explore new ideas with our experts during one of our many workshops.

**Meet directly with Gartner experts in one-on-one meetings**

Take the opportunity to discuss your strategy, technology decisions and next steps face-to-face with a Gartner expert. You tap into years of expertise and insight and find answers to your key questions. These valuable sessions book quickly — many attendees have commented that the Gartner one-on-one meeting in itself is worth the price of admission.

Visit gartner.com/us/marketing or call 1 866 405 2511 for updates and to register.

Gartner Marketing Symposium/Xpo 2022
Be here for what’s next

The World’s Most Important Gathering of CMOs and Marketing Executives™

May 23 – 25, 2022 | Americas | Virtual
gartner.com/us/marketing

The CMO Circle
If you are a CMO, confirm your eligibility to participate in the CMO Circle — you will be prompted to apply to the program during the online registration process. For eligibility details, please visit gartner.com/us/marketing.

Bring your team
Attending as a group has clear benefits. It’s about getting inspired. Making new business partnerships. Exploring innovative processes. As a team, align most critical priorities — yours and those of the enterprise — to drive business outcomes.

What’s included in your registration
• Virtual conference attendance, May 23 – 25
• Gartner one-on-one meetings*
• Roundtables*
• Ask the Expert sessions*

*These sessions are open to end users only and require online preregistration; space is limited. Depending on availability and eligibility, registered attendees may sign up for this type of session through the Gartner Conference Portal. Gartner one-on-one meetings are subject to expert availability and are not intended for vendor briefings or product demonstrations.

Pricing
Standard price: $1,575
Public-sector price: $1,375

3 ways to register
gartner.com/us/marketing
Email: GlobalConferences@gartner.com
Phone: 1 866 405 2511

Join the conversation

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