



AGENDA

RECEPTION – Wednesday, December 4th, 2019

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

DAY OF CONFERENCE – Thursday, December 5th, 2019

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.	Breakfast & Registration
8:45 a.m.	Welcome & Meeting Objectives – <i>Gavin Nathan, Chair, CustomerAdvisoryBoard.org</i>
8:50 a.m.	"Becoming Customer Obsessed by using Customer Advisory Board Insights to Drive Change" – <i>Stephanie G. Wicky, Group Director, Marketing, Supply Chain Solutions & Dedicated Transportation, Ryder System, Inc.</i>
9:40 a.m.	"Aiming High to Recruit & Engage CAB Members" – <i>Ben Tao, Vice President – Corporate Marketing, Forcepoint</i>
10:30 a.m.	Refreshment Break
10:50 a.m.	"Planning for an Annual Strategic CAB Meeting" – <i>Elyse Begleiter, VP, Corporate Events, BNY Mellon Pershing</i>
11:40 a.m.	"Driving Tangible Business Value through Customer Advisory Boards: Our CAB Experience" – <i>Angela Nichols, Senior Manager, Global Advisory Boards, Clinical Effectiveness, UpToDate</i>
12:30 p.m.	Lunch & Networking
1:30 p.m.	"The Secret Sauce of Session Design" – <i>Eyal Danon, Founder, Ignite Advisory Group</i>
3:00 p.m.	Refreshment Break
3:20 p.m.	Group Breakouts: <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 Close
4:30 p.m.	Departures

Contact us at: contact@CustomerAdvisoryBoard.org