



# Attendee Guide: What You Need to Know About the CMO Summit

## ACCOMODATIONS:

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### SILVERADO RESORT & SPA

1600 Atlas Peak Road  
Napa Valley, CA 94558  
Toll Free: (800) 532-0500  
Local Phone: (707) 257-0200  
info@SilveradoResort.com

Mineta San Jose International Airport (SJC): 90 miles / 2 hours  
Oakland International Airport (OAK): 55 miles / 1 hour  
San Francisco International Airport (SFO): 60 miles / 1 hour

For guests staying at the Silverado Resort & Spa, please note that check-in is after 4:00 p.m. Guests will be accommodated as rooms are available prior to check-in time. The hotel is happy to store luggage and belongings until rooms are available.

## EVENT REGISTRATION:

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Event registration will open on Monday, December 7, starting at 11:00 a.m. immediately outside the Silverado Ballroom on the main level of the South Concourse. Advisory Board members attending the Advisory Board meeting need not register as your attendee packet will be available at the meeting.

## CONFERENCE VENUE INFORMATION:

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All CMO Summit sessions will take place in the Silverado Ballroom. Dinner on Monday, December 7, will be held in the Vintner's Court. We invite you to visit with our sponsors and partners throughout the two days in the Fairway Deck, immediately adjacent to the main ballroom.

## BEFORE YOU ARRIVE:

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If you would like to pre-arrange golf tee times, contact Bryan Johnson, the Golf Sales Manager with the Silverado Resort, at bjohnson@troon.com or 707-257-5465.

If a spa visit is on your itinerary, call 707-257-5555. Advance spa reservations are strongly recommended. Also note there will be a Harlow Jewelry showcase in the spa on December 5-6, along with numerous complimentary fitness classes. Please contact the spa for details.

## ADENDA AT A GLANCE:

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### MONDAY, DECEMBER 7

11:00 a.m.	Advisory Board Meeting + Luncheon (By Invitation Only)
11:00 a.m.	Registration Opens
2:00 p.m.	Welcome to the CMO Summit
2:15 p.m.	Welcome from the Summit Chair
2:30 p.m.	Opening Keynote Panel
3:30 p.m.	Afternoon Coffee Break
3:45 p.m.	Panel Discussion
4:45 p.m.	Keynote Presentation
5:15 p.m.	Peer-Powered Case Study
5:30 p.m.	Panel Discussion
6:30 p.m.	Reception
7:30 p.m.	Dinner

### TUESDAY, DECEMBER 8

8:00 a.m.	Breakfast
8:30 a.m.	Opening Keynote Panel
9:30 a.m.	Peer-Powered Case Study
9:45 a.m.	Workgroup Sessions
11:45 a.m.	Peer-Powered Case Study
12:00 p.m.	Lunch
12:30 p.m.	Lunch Panel Discussion
1:30 p.m.	Keynote Presentation
2:00 p.m.	Workgroup Sharing

## WORKING GROUP TOPICS:

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Attendees will be asked to split into small working groups to tackle these key areas of CMO need:

- Redefining KPIs: Creating the new executive business dashboard for marketing performance and accountability
- Skills, Talent and Structure: The resources and requirements for the new marketing organization
- The Chief Change Agent: Leadership, operations and collaboration are just a few of the skills needed to implement innovation and transformation
- Getting the Title and the Territory: Mapping the ultimate CMO job description
- Partner Performance and Measurement: Getting the most from service and performance partners