

RETREAT AGENDA



SUNDAY: KC (DRIVE), MINNEAPOLIS, CANADA & REMOTE WORKERS FLY TO ST. LOUIS SUNDAY EVENING RECEPTION

6:30- 8:00pm ● Ballys @ Ballpark Village 601 Clark Ave, St. Louis, MO 63102
Tables will be reserved for our group and wrist bands will be provided.

MONDAY: COLUMBIA AND ST. LOUIS ARRIVE BY 8:00AM

7:30-8:30 ● Breakfast (Regency D)

7:30-8:30 ● Retreat Registration (Foyer)

9:00-10:30 ● Welcome: State of the Company Address (Regency C) Speaker: Jack Miller

10:30-12:00 ● Account Service Panels

Client Facing (Regency C): The Four Pillars of a Successful Client Relationship: Client relationships are not much different than personal relationships. They require clear and open communication, an established level of trust and respect for all involved, mutually beneficial value

Led by: Chris Actis, Shana Raines, Becky Willis, Charles Howe

True Media attendees: Client Strategy, Project Management

RADaR attendees: Client Strategy

Coegi attendees: Account Strategy, Business Development, Account Managers

TIH attendees: all

Internal Support (Regency A): Just like the end credits to a Marvel movie, it takes a lot of people behind the scenes to bring client work to life. We'll focus on three main areas for internal team members to focus on and embrace in their role in client success and satisfaction — owning your story, problem solving, and communication.

Led by: Patricia Branson, Candice Rotter, Dan Couch, Ara Clark

True Media attendees: Activation Strategy, Performance Media, Spot Activation, Campaign Operations, Finance

RADaR attendees: Data Analysts and Developers

Coegi attendees: Marketing (Lindsey & Allie), Project Managers, All of Operations

12:00-1:00 ● Lunch (Regency D)

1:00-1:30 ● Email break/Creative Showcase Cannes/Lions Winners Host: Michelle Benson

1:30-3:45 ● Keynote Presentation: Tim Frank Andersen-The digital explosion:Opportunities and challenges
(Regency C) Introduction: Jack Miller

3:45-4:00 ● Email break (Customer Interaction)

4:00-5:00 ● Customer Q & A Panel (Regency C) Moderator: Sean Cotton, Client Panel: Josh Redel, Central Bank
Laura Schemel, University of Missouri Healthcare Samantha Dearborn, Athene

***Do not forget to pick up your employee gift in the foyer on your way out.**

6:00-6:30 ● *Evening Entertainment - St. Louis Riverboat Cruise - 50 S. Leonor K Sullivan Blvd, St. Louis, MO*
Boarding - St. Louis Riverboat Cruise (please arrive on time for boarding)

6:30-10:00 ● St. Louis Riverboat Cruise (On Water 6:30pm - 9pm, Docked 9pm-10pm)

TUESDAY :

7:30-8:30 ● Breakfast (Regency D)

9:00-10:30 ● Keynote Presentation: Brittany Hodak-Creating Superfans (Regency C) Introduction: Candice Rotter

10:30-11:00 ● Email break

11:00-12:00 ● Knowledge Builder Session A: Breakout Groups

[Link to Breakout Groups](#)

Understanding the cookieless future: (Sterling 2) The digital advertising ecosystem has significantly relied on cookie-based technology for the last 20 years to target specific audiences and measure campaign results. The deprecation of cookie technology will present new challenges to digital media planning, optimization and measurement. Already approximately 50% of online users cannot be targeted or tracked through cookies due to the privacy frameworks of Apple and other industry browsers. This session will address how media planners can holistically plan to reach and measure audiences in the cookie-less environment.

Led by: Tony Cortese, The Trade Desk

Attribution and Incrementality: (Regency B) What does attribution really mean and how can you start incorporating it into your campaign strategy? We'll discuss the foundations of attribution modeling, how and where to use incrementality, and how this all ties into providing success to clients - plus we'll show real client examples!

Led by: Renato Rodrigues, Katie Kluba, Anna Rice

Don't be scared of Performance Media: (Sterling 3) Join us to break down how to build an effective strategy with confidence, collaboration and as easy as building an airplane. We will answer and address these questions and topics: Where does Performance Media Fit within the Digital Ecosystem, Full Funnel Omni-Channel Strategy Planning & Execution, Measurement beyond CPA, Testing, Trial, and Learning from Failures

Led by: Nisha Chandrashekar, Kevin Haines, Monica Herschelman

Deep Dive on Tracking: (Regency C) Discuss and immerse yourself in the importance of tracking media performance across the entire lifetime of a campaign, from planning to implementation to reporting. You'll walk away with understanding the roles of agency, client, creative, ad server, publisher website, etc. and all the places where tracking can succeed or fail. Led by: James Hacker, Phuong Ta, Jacob Amann

Spreadsheet Skills that Kills: (Regency A) Are you spending more time sifting through your data than analyzing it? When you set up pivot tables does it feel like you're trying to get a hardback two-seater to make a 360 turn around a fixed corner? Fear Not. In this session, we'll dig into different lookup tools and pivot table capabilities to help you better navigate, organize and sort your data. We'll explore functionalities at various levels of depth. So, everyone from beginners to almost experts will benefit from this session.

Led by: Sam Meinders, Claire Phan, Tim Abrahamson

12:00-1:00 ● Lunch-Sponsored By Wilkins Outdoor (Regency D)

1:00-2:00 ● Knowledge Builder Session B: Breakout Groups

Understanding the cookieless future (Sterling 2)

Attribution and Incrementality (Regency B)

Don't be scared of Performance Media (Sterling 3)

Deep Dive on Tracking (Regency C)

Improving your spreadsheet capabilities (Regency A)

2:00-2:30 ● Email break

2:30-3:30 ● Thinking Strategically Not Just Tactically (Regency C)

Panel: Rhonda Meier, Ryan Green, Michelle Menard

3:30-5:00 ● **Chad Carden (Regency C)**
Being Intentional With Customers: Adding Value Isn't Enough
In today's environment adding value for customers isn't enough. They must realize the value you are adding. During Chad's time we will explore why customers pay us to do what we do, and what is needed to drive even better future relationships and results.
-What creates customers that keep coming back
-What drives even stronger customer relationships
-Practical ways to ensure value and return on all invested efforts
-Separate your services and customer relationship from competition
Introduction: Chris Actis

Evening Entertainment Start Bar - 1000 Spruce Street St. Louis, MO 63102

6:00-10:00 ● Start Bar

7:30-10:30 ● Returning to Hotel: Continuous Transportation between Start Bar & Hyatt Regency at the Arch

WEDNESDAY:

True Media (At Hyatt) True Media Agenda

8:30-11:00 ● True Media All Staff (Regency C)

11:45-1:00 ● Individual Department Lunches (AS, CS and Operations)

1:00-5:00 ● Departmental Breakouts - Details to be shared by SVP Team

Coegi (At Hyatt)

9:00 -11:00 ● Coegi All (Regency A)

RADAR (At St. Louis Office)

8:30-1:00 ● Radar All

SPEAKER PROFILES:

TIM FRANK ANDERSEN:

Tim Frank Andersen is a digital pioneer and a serial entrepreneur with several successful exits in his portfolio. He founded his first digital agency back in 1995 and has been active in the field of Internet, technology, and digitalization ever since. He is a highly popular moderator and keynote speaker on the topics of Innovation, Digital Transformation, and sustainability in a digital context. Since 2006 He has been a partner and chairman of the In2media Group - one of Denmark's largest digital agency groups, which was sold to KMD and renamed Charlie Tango in 2017. Charlie Tango is today owned by NEC. In 2021 he Co-founded Liveshopper - a cloud-based video technology platform used by brands and e-commerce companies to make shoppable live video events and to gain detailed video interaction analytics. Tim has more than twenty years of experience in developing successful digital strategies and digital Brand strategies for some of the largest companies in Denmark and for several international brands like Nike, Pandora, Kellogg's, and Unilever. Tim has published two very successful books: Brand building on the Internet together with Martin Lindstrom, and 10 digital strategies. He has been appointed by the Ministry of Science Technology and Innovation as chairman of the board responsible for developing the Danish IT research strategy. Together with his agency Charlie Tango, Tim was design partner in the creation of The Digital Ethics Compass. For 6 consecutive years, he has been a member of the Danish ICT Council. Tim has also been a member of the board on digital learning under the Danish Ministry of Education. For eight years Tim appeared biweekly on the national TV morning show as an expert on the topic of new technology. And he has been the host of the TV series called "Denmark's best Idea" on TV2.

BRITTANY HODAK:

Brittany Hodak is an international keynote speaker and award-winning business leader. Entrepreneur calls her an “expert at creating loyal fans for your brand,” and she is widely regarded as the “go-to source” on creating and retaining superfans. An accomplished speaker, she has been invited to speak to audiences and organizations across the world, including American Express, WeWork, Compassion International, Sony Music, Inc., and the United Nations, just to name a few. Brittany was named in Advertising Age’s 40 Under 40 list, Inc.’s 30 Under 30 list, and Billboard’s 30 Under 30 list, and she was awarded Most Disruptive Marketing Entrepreneur at the UN’s Empact Awards. Over the last ten years, she has published 350+ thought-leadership articles, including regular columns for Forbes, Adweek, and Success and has been featured on ABC, CBS, FOX, NBC, CNBC, Bloomberg, Fox News, and more. Brittany co-founded, scaled, and successfully exited The Superfan Company, a fan engagement company whose roster included Walmart, Disney, Amazon, Luke Bryan, Katy Perry, and more under her eight-year leadership. In 2015, she was offered deals from four of the five Sharks on ABC’s Shark Tank at a valuation of more than \$4 million. She is a summa cum laude graduate with a B.A. in communications from the University of Central Arkansas, and she holds an M.S. in marketing from CUNY Baruch’s Zicklin School of Business.

CHAD CARDEN: THE ARCHITECT OF PEOPLE

Chad Carden is on a life mission to improve the way employers and employees interact to create greater engagement and better results. His results-oriented, no-bull style helps people change the way they approach their daily environment. He has been studying and working with companies to improve their number one asset -- their people-- for over 20 years. He challenges clients to reach outside their comfort zone to achieve heights they've never imagined. Chad’s high energy and passion are engaging and infectious! He is a straight shooter and understands that business today is all about building even stronger relationships with the people you work with and serve. During his 20 plus years, Chad has been fortunate enough to travel the globe working within all levels of organizations of all different sizes. Fortune 100 companies have sought out Chad’s assistance to discover where they want to be, to help create a plan to get there, and to issue a challenge to implement for real results. Chad has had the privilege of being invited to the White House to discuss how to impact today’s small businesses, been recognized by USA Today as a top coach, and is an accomplished author of two books, Winning The Money Game and P.E.P.P. He has also consulted, and sold products and services in over 40 countries and his work has been translated in over 15 languages. He continues his vision of providing people and organizations a personalized formula for better employee engagement and positive progress.