



GLOBAL MARKETER CONFERENCE AGENDA: BUILDING BETTER BRANDS

Brands around the world are increasingly under the spotlight; accountable to people, planet, regulators and shareholders. How are the world's best marketers using their powers of creativity and innovation to build better, stronger, brands which our stakeholders and consciences can be proud of?

08:30 **REGISTRATION**

9:30 **WELCOME**

09:35 **A SHARED GLOBAL AGENDA**

Uncertainty and volatility are on the rise, whilst globalization is perceived to be in retreat. Yet marketers, no matter where they're based in the world, face a very similar set of challenges. And that creates opportunities.

10:00 **REIMAGINING WHAT A BEER COMPANY CAN BE**

AB InBev's Global Chief Marketing Officer will share one of the most inspiring stories of a company transformation driven by marketing. From a follower to a leader in creative capabilities, to developing a culture of sustainable growth, AB InBev is harnessing marketing's super-powers to create a future with more cheers.

10:30 **SELLING SUSTAINABILITY**

Why are so many companies having such a hard time selling sustainability in Canada, the USA, the world? Join TED star, Solitaire Townsend, to find out why ego-green marketing is dead and why that could be great news for your business.

11:00 **BREAK**

11:45 **PUTTING YOUR TRUST IN AI?**

40% of companies have not yet deployed AI, underscoring a dramatic gap between hype and use. 2024 will be the year of overcoming barriers of entry to AI; including the skills gap, data complexity and, crucially, trust. Jonathan will share on how marketers and communicators can move to build trust in technology and help move companies out of the AI sandbox.



Moya Brown
Senior Vice-President,
Brand Strategy &
Experience, **IG Wealth
Management**



Stephan Loerke
CEO, **WFA**



Marcel Marcondes
Global Chief Marketing
Officer, **AB InBev**



Solitaire Townsend
Chief Solutionist & Co-
Founder, **Futerra**



Jonathan Adashek
Chief Communications
Officer & SVP, Marketing
& Communications, **IBM**

12:15

INNOVATION DRIVING SUSTAINABLE GROWTH

From Nashville to Yokohama. Allyson's journey within the world of Nissan is as unique as the world-leading innovative marketing helping to drive Nissan's global success.



Allyson Witherspoon
Corporate VP, Global Chief
Marketing Officer,
Nissan Motor Corporation

12:45

LUNCH

13:55

CULTURE CATALYST

Few external forces are more influential to human behaviour than culture, which makes cracking the culture code critical for marketers. With culture not only driving today's consumption but also ushering the future of brand, this session is not to be missed.



Dr. Marcus Collins
Marketing Professor and
best-selling author

14:20

CMO: THE IMPOSSIBLE JOB?

The CMO brief has never been so complex. Against a backdrop of polarised politics, a 24/7 newsreel and endless changes in consumer habits and technology, CMOs are tasked to drive business growth through purposeful and inclusive brands that appeal to new, more diverse audiences. Has CMO become the impossible job? The host of the Better Marketing podcast, David Wheldon, will ask practising CMOs and an AI infused version of marketing guru, Mark Ritson.



Jane Wakely
Chief Consumer & Marketing
Officer, **PepsiCo**



Asmita Dubey
Global Chief Digital &
Marketing Officer **L'Oréal**



Jenny Rooney
Chief Experience Officer,
ADWEEK



David Wheldon
President Emeritus, **WFA**

15:15

THE IMPACT OF GEN AI ON BRAND GROWTH

WFA President Raja Rajamannar, and guest speaker Stephan Pretorius, give you a glimpse into the future of marketing: harnessing the transformative power of generative AI to help build brands and drive sustainable growth. For all stakeholders.



Raja Rajamannar
Chief Marketing &
Communications Officer,
Mastercard



Stephan Pretorius
Chief Technology Officer,
WPP

16:00

NETWORKING DRINKS

17:00

CLOSE



Note: All WFA benchmarks, survey results, agendas and minutes are reviewed by K&S Law, our competition lawyers. See WFA's [Competition law compliance policy](#)