

Alumni & Friends Summit 2020



DRIVING INNOVATION

Leveraging the Power of Insights & Analytics



A.C. NIELSEN CENTER *for*
MARKETING ANALYTICS AND INSIGHTS



A.C. Nielsen Center & Summit Overview

- The A.C. Nielsen Center for Marketing Analytics & Insights at UW-Madison is the leading MBA program with a specialization in Marketing Analytics & Insights.
- Our Summit: every other year, ~200-300 of our alumni and select industry friends join us on UW's campus for continued learning on the current topics and trends in the consumer and marketing insights industry.
 - Small, intimate conference allows for in-depth learning, networking and community building.
 - Some sessions provide content, others are discussion based. All should give the attendee an actionable 'next step' or 'take-away'





2020 Summit Theme: Driving Innovation

The power of analytics and insights is being harnessed by every sector and business type. But how our industry can lead these innovations is also continually changing. This two day event will focus on four areas to help our alumni & industry partners be the drivers of innovation and change through their expertise with the power of insights.

Pathways at the 2020 Summit: This year we are hosting talks that focus on answering one of the following three themes:

- Leading Transformation: Case Studies & Advances in Methods.
 - Share a success story you've had that came about by using both customer insights and analytics.
- Data 2030: The Future of the Data Landscape
 - Share what data-related problems and technologies business leaders should be concerned about 5-10 years from now.
- Once Upon an Innovation: Honing Soft Skills to Drive Innovation & Growth
 - Facilitate workshops, offer examples and methods of soft skills to drive innovation and growth.





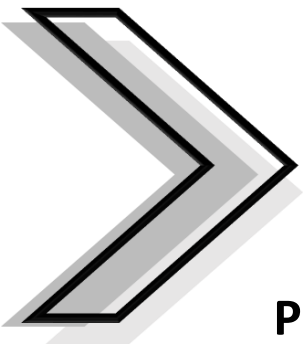
Previous Companies Represented by Summit Attendees

- Procter & Gamble
- General Mills
- eBay
- Target
- Lowe's
- EcoLab
- Quester
- Johnson & Johnson
- Burke, Inc
- Sentient Decision Science
- Clorox
- Expedia/Orbitz
- Nielsen
- Eli Lilly
- S.C. Johnson
- Walmart
- Ford Motor Company
- Gongos Research
- PepsiCo
- Kohl's
- Sargento
- Wrigley/Mars
- Among many others



Typical Titles of Attendees

- VP of Research
- VP of Corporate Strategy
- Marketing Manager
- CEO
- President
- Senior VP
- Sr. Marketing Analyst
- CMO
- Director of Analytics
- Director, Consumer Insights
- Sr. Consumer Insights Manager
- Senior Analyst
- Global Consumer Insights Associate
- Among many others



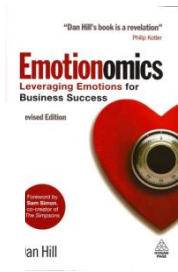
Previous Speakers

Previous Summit presenters have included:

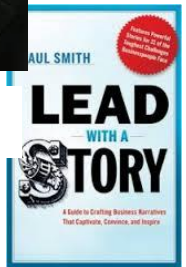
- Bestselling Authors
- Heads of Consumer Insight Departments & Companies
- Industry Legends
- Best in Class Marketing Research Providers



Dan Hill



Paul Smith



Kevin Taylor



Bianca Pryor



Stan Sthanunathan



Jeanine Bassett



Mario Simon



Tsvetan Tsvetkov



Jeff Miller



Barry Jennings



Kathy Sheehan



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Speaker Interest Request

- We are now seeking proposals from potential speakers
- Please submit a [proposal form](#) on a topic you see is relevant to our Summit
 - Include what recommendation or action step you would have for attendees of your session
- Submissions will be reviewed as submitted and will continue until all speaking spots are filled
 - Proposals are reviewed by the Summit Committee in three rounds.
 - Round 1: Submit by Feb. 15/hear by Feb 29
 - Round 2: Submit by May 15/ hear by May 29
 - Round 3: Submit by Jul. 15/ hear by Jul. 31
 - Speakers are given a complimentary pass to the Summit, but no other compensation as we are a not-for-profit educational institution trying to educate and raise money for scholarships