CON+ENT
CHARLOTTE, NC

WEDNESDAY, MAY 16, 2024

TOPIC	TIME SLOT		SPEAKER	ORGANIZATION(S)
Welcoming Remarks	**8:20 – 8:30 a.m.**		**Gordon Bass**	PACE Story Inspired Results
Unlocking the potential of generative AI for personal and business transformation	**8:30 – 9:00 a.m.**		**Jim Marous**	THE FINANCIAL BRAND
The new consumer psychology: Empower me, don't sell me	**9:00 – 9:35 a.m.**		**Rebecca Brown**	PACE Story Inspired Results
How modern marketers should be thinking about AI	**9:35 – 9:45 a.m.**		**Jim Lecinski**	Northwestern University
Developing innovative digital experiences and products	**9:45 – 10:35 a.m.**		**Ana Grace & Michael Meder**	WOMEN IN PRODUCT, Disney Parks + PACE Story Inspired Results
Break	**10:35 – 10:50 a.m.**			
The secrets to high-impact content	**10:50 – 11:25 a.m.**		**David Brown & Andrew Bolton**	Knotch
Enabling moments that matter through a data-focused CRM strategy	**11:25 a.m. – 12 p.m.**		**Jared Roy**	salesforce
Lunch & Networking	**12:00 – 1:15 p.m.**			
AI in action: How brands are successfully implementing AI strategies	**1:25 – 2:10 p.m.**		**Jim Lecinski**	Northwestern University
The technology conundrum: Content, CMS, CRM, CDP and CX	**1:25 – 2:10 p.m.**		**Adam Morgan & Gordon Locke**	ELEVATE DIGITAL + PACE Story Inspired Results
Making AI work for your business	**2:10 – 2:20 p.m.**		**Jim Lecinski**	Northwestern University
A critical convergence of media, content and customer journeys	**2:20 – 2:55 p.m.**		**Winnie Shen**	ZETA
Closing Remarks	**2:55 – 3:05 p.m.**		**Gordon Bass**	PACE Story Inspired Results