

1 – 1:50 p.m. ET

CEO Welcome and Opening Remarks

SPEAKERS

Wayne Chopus, *President & CEO*, Insured Retirement Institute
Craig Pfeiffer, *President & CEO*, Money Management Institute

Storytelling from Outside of the Industry

Inclusive marketing starts with diversifying the voices that feed into your team's planning, and we are here to help. Get inspired by learning from the successes (and failures) of these out-of-industry powerhouses who have made demonstrable advancements in the area of inclusive marketing. Learn how they source new ideas, secure executive buy-in, and measure the business outcomes for new innovations. And walk away with different ways of thinking about inclusivity within the marketing space.

SPEAKERS

Elissa Arkininstall, *Partner*, PwC Experience Center
Jean Statler, *Co-Founder & Managing Partner*, Statler Nagle LLC & *CEO*, Alliance For Lifetime Income (ALI)

MODERATOR

Yogini Biswas, *Chief Brand Officer*, Brighthouse Financial

1:50 – 2 p.m. ET

Break

2 – 2:50 p.m. ET

Inclusive Market Research – An Industry Perspective

Your marketing shop relies on market research day-in and day-out to ensure you are reaching the right audiences with the right messages. Stale market research approaches could result in untapped consumer segments who are hungry for your organization's products or may miss the mark when it comes to pairing messages to populations, especially for underrepresented communities. Hear how companies are innovating their market research tactics to reach wide

audiences and grow market share.

SPEAKERS

Marcia Dukes, *Consulting Director for Diversity and Inclusion*, Prudential Financial
Tiffany Perkins-Munn, *Ph.D., Managing Director*, BlackRock

MODERATOR

Kathleen Zemaitis, *ACC, CPDC, Chief Executive Officer*, Z Inclusion

2:50 – 3 p.m. ET

Break

3 – 4 p.m. ET

Intersection of Marketing and Social Media

Social media has become one of the loudest megaphones companies can wield to create brand identity and connect with prospects and clients. With the growth and reliance on social media comes the challenge of deciding what campaigns to promote and support. The increased focus on diversity, equity, and inclusion across the industry brings new issues — social, political, and economic — to the forefront of public conversations. And corporate leaders may be expected to speak out by key stakeholders. This expert panel will discuss the decision-making process that goes into deciding what issues to take a position on and when to remain on the sidelines.

SPEAKERS

Emily Pachuta, *Chief Marketing & Analytics Officer*, Americas, Invesco
Arielle Patrick, *Chief Communications Officer*, Ariel Investments
Paul Zettl, *Senior Vice President, Head of Global Marketing, Chief Marketing Officer*, Cohen & Steers

MODERATOR

April Rudin, *Founder & CEO*, The Rudin Group

CEO Closing Remarks

SPEAKERS

Wayne Chopus, *President & CEO*, Insured Retirement Institute
Craig Pfeiffer, *President & CEO*, Money Management Institute

