

## Profiting from Thought Leadership 2020

Detailed Agenda (as of 11/12/2020; all times Eastern)

Monday, 11/16/2020	Tuesday, 11/17/2020	Wednesday, 11/18/2020	Thursday, 11/19/2020	Friday, 11/20/2020
Making Thought Leadership a Priority	Leveraging Research and Building an Audience	Shaping Compelling, Unassailable Arguments	Driving Your Digital Publishing Agenda	Finding Talent, Accelerating Sales, and Creating Big Ideas
<b>Thought Leadership Marketers Response to the Pandemic</b> Jason Mlicki, Rattleback Bob Buday, Buday TLP (10:00 – 10:20)	<b>Conducting Thought Leadership Research That Generates Client Inquiries</b> Binayak Choudhury, Phronesis Partners  Panelists: Federico Bonelli, Deputy EVP, Roberto Cavalli Tom Buday, Former CMO Nestle (10:00 – 11:00)	<b>Avoiding Article Hell</b> Bob Buday, Buday TLP (10:00 – 10:15)	<b>Data Visualization, The Indispensable Marketing Tool</b> Bill Shander, Beehive Media (10:00-10:45)	<b>Finding and Attracting Top Tier Thought Leadership Marketing Talent</b> Sara Noble (10:00 – 10:30)
<b>Establishing a Global Thought Leadership Institute in Short Order</b> Jeff Kavanaugh, Infosys (10:20 – 11:00)		<b>Making Experts’ Ideas Memorable</b> Eben Harrell, <i>Harvard Business Review</i> (10:15 – 10:45)	<b>Using Data Visualization to Bring Insights to Life</b> Jason Forrest, McKinsey (10:45 – 11:30)	<b>Accelerating Sales with Thought Leadership</b> Mark Marone, Dale Carnegie (10:30 – 11:00)
<b>Thought Leadership-Led Disruption of the Strategy Consulting Business</b> Cathy Olofson, Innosight (11:00 – 11:30)	<b>Turning Thought Leadership into Revenue</b> Ajit Kambil, Deloitte (11:00 – 11:30)	<b>The Rejuvenation of Thought Leadership Journals</b> Bob Buday, Buday TLP James Wetherbe, EIX David Deeds, EIX (10:45 – 11:30)	<b>Building Your Audience with Digital Strategies</b> Sean Brown, McKinsey (11:30 – 12:00)	<b>The DNA of Breakthrough Ideas</b> Sarah Cliffe, <i>Harvard Business Review</i> (11:00 – 11:30)
<b>Aligning Business and Thought Leadership Strategy</b> Jason Mlicki, Rattleback (11:30 – 12:00)	<b>Aligning Thought Leadership Research and Brand Strategy</b> Francis Hintermann, Accenture Jill Kramer, Accenture (11:30 – 12:00)	<b>Growing a Corporate Publication</b> Serge Perignon, TCS (11:30 – 12:00)		<b>2020 Research Findings: Taking Thought Leadership to the Next Level</b> Jason Mlicki, Rattleback Bob Buday, Buday TLP (11:30 – 12:00)
<b>Attendee Networking</b> Topical discussions of the day’s content with your peers and today’s speakers (12:00 – 1:00)	<b>Attendee Networking</b> Topical discussions of the day’s content with your peers and today’s speakers (12:00 – 1:00)	<b>Attendee Networking</b> Topical discussions of the day’s content with your peers and today’s speakers (12:00 – 1:00)	<b>Attendee Networking</b> Topical discussions of the day’s content with your peers and today’s speakers (12:00 – 1:00)	<b>Attendee Networking</b> Topical discussions of the day’s content with your peers and speakers (12:00 – 1:00)