



MASTERMIND

Tuesday 11/19

Check-In 11 am-1 pm

HOTEL LOBBY: GUEST ROOM CHECK-IN

FOYER: MASTERMIND CHECK-IN

Lunch 1 pm

GRAND BALLROOM I

Opening Remarks 2 pm

GRAND BALLROOM II

AI and Content Overload: How Brands Will Win In 2025

Paxton Gray, CEO @ 97th Floor

Break 2:50 pm

Workshop 3 pm

GRAND BALLROOM II

Build Trust to Build Business with Thought Leadership and Personal Branding

Hosted By Danny Allen, VP of Marketing @ 97th Floor; and Ashley Faus, Head of Life Cycle Marketing @ Atlassian

Break 3:50 pm

Sessions 4 pm

JUNIOR BALLROOM I

Discussion I Playing the Economic Dip: In a shifting economy, which tactics are worth the investment?

A collaborative session exploring high-impact, cost-effective marketing tactics for navigating economic uncertainty. Participants will discuss which investments drive the most value in lean times and share insights on resourceful growth strategies.

Hosted by Kendra Jensen, Enterprise Account Director @ 97th Floor

JUNIOR BALLROOM II

Discussion I Evaluating AI's Impact: What have we learned from using AI in marketing over the last year?

This discussion uncovers practical lessons from the past year of AI in marketing, highlighting what works, what doesn't, and where AI can deliver the most value going forward.

Hosted by Brandon Stauffer, Enterprise Account Director @ 97th Floor

SALON I

Workshop I Crafting Moonshot Marketing Strategies for Transformative Growth

Participate in a curated, intentional brainstorming workshop to discover bold, moonshot ideas to transform your organization. This interactive session will review strategies for effective, innovative brainstorming, and the group will work through a process specifically designed to find bold ideas for your marketing strategy.

Hosted by Jon Hammond, Senior Director of Campaigns @ 97th Floor; and Maeve Buchanan, Brand Manager @ 97th Floor

Panel 5:10 pm

GRAND BALLROOM II

Brand Marketing: Allocating and Optimizing in the Unknown of the Upper-Funnel

We know we need an upper-funnel strategy but budgets are tightening, attribution is sketchy, and the bottom-of-the-funnel is demanding nearly all we've got. In this panel, we'll discuss how we should approach and conquer the essential upper-funnel.

Dinner 6:30 pm

GRAND BALLROOM 1

Trivia Night & Dessert 7:30 pm

DISCO PIZZA

Wednesday 11/20

Coffee Available 8 am

FOYER

Breakfast 8:30 am

GRAND BALLROOM I

Keynote with Greg McKeown 9 am

Essentialism: The Disciplined Pursuit of Less

GRAND BALLROOM II

Break 10 am

Sessions 10:10 am

GRAND BALLROOM II

Workshop I Customer Journey Workshop: Accelerating Purposeful Conversions by Prioritizing Your Audience

In this hands-on workshop, you'll collaborate with industry experts to craft live, full-funnel marketing strategies tailored to drive purposeful, accelerated conversions and long-term success. Walk away with a personalized marketing roadmap designed to meet the unique needs of your brand and audience, empowering you to achieve deeper engagement, lasting connections, and measurable growth.

Hosted by Haley Riemenschneider, Head of Advertising @ 97th Floor; Rachel Bascom, Head of Content Marketing @ 97th Floor, and Mike Witham, Head of SEO @ 97th Floor

JUNIOR BALLROOM I

Discussion I Breaking Through the Noise with Human Expertise: How can we overcome challenges to leveraging SMEs in an AI-driven landscape?

A problem-solving session on optimizing SME collaboration in marketing. Participants will explore methods for ensuring high-quality, impactful SME content, discussing tactics for effective partnerships and maintaining authenticity in an AI-saturated landscape.

Hosted by Madison Moulder, Account Director @ 97th Floor

Elevate Hour: Connect, Strategize, Create 11 am

Lunch 12:20 pm

GRAND BALLROOM I

Sessions 1:20 pm

JUNIOR BALLROOM I

Discussion I Maximizing Audience Impact: How can we connect insights with content that drives engagement?

A collaborative discussion on using customer insights to create impactful content in a crowded B2B landscape. Participants will explore strategies for crafting high-value, trust-building content that resonates over a lengthening customer journey, balancing the need for actionable insights with the reality of long-term ROI.

Hosted by Rachel Bascom, Head of Content Marketing @ 97th Floor

JUNIOR BALLROOM II

Discussion I SEO Strategies in a Changing Landscape: What new approaches should we take as AI continues to alter search behaviors?

An in-depth exploration of evolving SEO tactics as AI reshapes search. Experts will exchange insights, discuss experiments, and share discoveries on adapting to AI-driven trends—from optimizing for conversational queries to finding ways to appear in large language model responses.

Hosted by Mike Witham, Head of SEO @ 97th Floor

SALON I

Workshop I Crafting Moonshot Marketing Strategies for Transformative Growth

See description on page 1.

Hosted by Jon Hammond, Senior Director of Campaigns @ 97th Floor, and Maeve Buchanan, Brand Manager @ 97th Floor

Break 2:20 pm

Sessions 2:30 pm

JUNIOR BALLROOM I

Workshop I How to Win Buy In and Influence Executives: Finally Getting Approval for Your Strategies

Discover proven techniques to secure executive buy-in and navigate decision-making with confidence. Learn to craft compelling narratives, present data-driven insights, and address stakeholder concerns. Leave equipped with tools to turn your vision into results.

Hosted by Nathan Hooper, Enterprise Account Executive @ 97th Floor

JUNIOR BALLROOM II

Discussion I MarTech Tooltime: Innovation Exchange

An interactive session for sharing cutting-edge tools and strategies, with a prize for the most game-changing solution.

Hosted by Paxton Gray, CEO @ 97th Floor

SALON I

Discussion I Fostering Cross-Department Collaboration: How can we break down silos and improve teamwork across departments?

A collaborative session on strategies to enhance cross-departmental teamwork. Participants will discuss practical approaches for bridging gaps, improving communication, and fostering a culture of shared goals.

Hosted by Sam Brown, VP of Client Services @ 97th Floor

Chips & Dip Bar 3:30 pm

FOYER

Activities 4 pm

Each activity lasts 1 hour. Select one activity for the first hour and another for the second.

YOGA: JUNIOR BALLROOM II

CHOCOLATE TASTING: JUNIOR BALLROOM I

GOLF SIMULATOR: GRAND BALLROOM I

BOOK CLUB: SALON I

BARTENDING CLASS: KITA

Break 6 pm

Dinner 6:30 pm

KITA

Casino Night 7:30 pm

GRAND BALLROOM II

Thursday 11/21

Coffee Available 8 am

FOYER

Breakfast 8:30 am

GRAND BALLROOM I

Sessions 9 am

JUNIOR BALLROOM I

Discussion I Going Beyond LinkedIn: Where should B2B marketers look to unlock new avenues for growth?

An open discussion on uncovering fresh channels for B2B growth beyond LinkedIn. Attendees will share emerging platforms and innovative strategies for reaching and engaging key audiences in unexpected places.

Hosted by Jasmin Rock, Enterprise Account Director @ 97th Floor

JUNIOR BALLROOM II

Discussion I The Rise of Experiential Marketing: How can brands create memorable, in-person or virtual experiences that foster deep engagement?

A collaborative discussion on the growing importance of experiential marketing in an AI-driven, content-saturated world. Participants will exchange ideas and strategies for crafting in-person and virtual experiences that capture attention, foster meaningful connections, and help brands stand out.

Hosted by Haley Riemenschneider, Head of Advertising @ 97th Floor

SALON I

Workshop I Crafting Moonshot Marketing Strategies for Transformative Growth

See description on page 1.

Hosted by Jon Hammond, Senior Director of Campaigns @ 97th Floor, and Maeve Buchanan, Brand Manager @ 97th Floor

Panel 10:10 am

GRAND BALLROOM II

Revenue Marketing: Achieving Ownership and Accountability to the Bottom Line



"Marketing is the first thing to go!" We hate those words, but have we made ourselves indispensable? In this panel, we'll discuss how we can shift marketing from being the "cost center" of the business to the indisputable driver of the business.

Closing Remarks with Paxton Gray, CEO of 97th Floor 11:00 am

GRAND BALLROOM II

Shuttles Begin Every 2 Hours 1 pm



- 1** Building 3 Entry
- 2** Disco Pizza: Tuesday Trivia
- 3** Foyer and Meeting Area
- 4** KITA: Wednesday Dinner
- 5** Hotel Check-In
-  Elevators
-  Restrooms
- P** Public Parking Access