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TO
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2024

TRENDS & INSIGHTS

A NOTE FROM PTTOW!

The 2024 PTTOW! Summit featured conversations, ideation sessions and unforgettable moments with culture-shapers and senior leaders from a wide array of industries.

This report was designed to give you a glimpse into some of the Summit moments you may have missed, expand on the conversations you enjoyed, and help you carry the connections and lessons learned through the remainder of 2024 and beyond.

Leverage this document as a resource tool: Scan the sessions, explore the links, and feel free to pass along to friends and colleagues!

With love,
Your Friends at **PTTOW!**

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CHAPTER 1

WELLNESS, FROM PERSON TO PLANET

FEATURED SUMMIT SESSIONS:

**TOWN HALL:
THROUGH THE FIRE**
SELF-PRESERVATION & MENTAL
WELLNESS WHILE MANAGING TRAUMA

THINK TANK: BE WELL, DO WELL
WELLNESS AT WORKFORCES'
FOREFRONT

TOWN HALL: CLIMATE CRUNCH
SUSTAINABILITY PRACTICES
FOR OUR FUTURE



THROUGH THE FIRE *SELF-PRESERVATION & MENTAL WELLNESS WHILE MANAGING TRAUMA*



DOUG ROZEN
CHIEF MARKETING OFFICER

“When faced with trauma, the requirement is positivity. The best way to get through the bad is to fixate on the good. Optimism is the fuel to conquering challenges. Through trauma, this has become clearer. Every year, I reinforce my optimism by taking a ‘Me Day’ to appreciate how lucky I am. I spend the day by myself (often on a mountain) reflecting on what I’ve learned through life, how not to take anything for granted and committing myself to be better – a better husband, a better father, a better leader, a better professional, a better person. Cancer taught me first-hand the power of optimism coupled with the need for persistence. Be ‘all in’ especially when everything screams otherwise.”



TRACY RYAN
CO-FOUNDER & CHIEF COMMUNICATIONS OFFICER

“When looking back on my life I began to analyze the many life pivots I had endured. Those split second moments or happenings that changed my path forward forever. It was then I realized my scars are my stars and without the dark, I would have never reached the light. Everything in life happens just as it was supposed to, otherwise it would have been different.”

FEATURED MEMBERS:

KEY TAKEAWAYS



- SELF PRESERVATION THROUGH TRAUMA IS DIRECTLY RELATED TO YOUR RELATIONSHIP WITH GRATITUDE, MEMBERS REPORTED THAT THEIR FOCUS ON "GOOD" SERVED AS A GUIDING LIGHT IN THE MOMENTS WHEN ALL FELT LOST.
- VULNERABILITY AND HONESTY WITH THOSE AROUND YOU CAN SERVE AS A FREEDOM CREATOR - INSTEAD OF REMAINING COMPARTMENTALIZED AND PRIVATE EXPLORE HOW TO LET OTHERS IN ON YOUR JOURNEY - WHEN YOU DELIVER "IN SPITE OF" YOU ACTUALLY CREATE A MOMENT FOR OTHER TO CELEBRATE YOU PLUS ADDED EMPATHY FOR WHEN SUPPORT IS NEEDED.
- STAY OF SERVICE, 90% OF MENTORS REPORT THEY FEEL LIKE THEY GET MORE FROM THE TIME SPENT THAN THE MENTEES DO. FINDING PLACES TO FEED YOUR SOUL PROVIDES A PERSPECTIVE THAT CAN ONLY BE GARNERED BY THE ACT OF SERVICE.



BE WELL, DO WELL WELLNESS AT WORKFORCES' FOREFRONT

"85% of Americans look up to leaders who act decisively and compassionately as they work to solve problems." – The Harris Poll



WILL CAMPBELL
CEO



SHERRY RAIS
CEO



FEATURED MEMBERS:

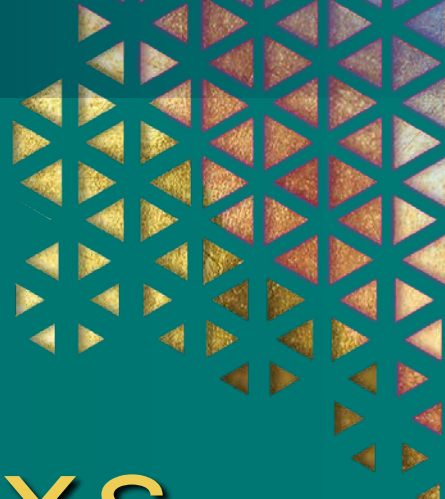


KEY TAKEAWAYS

- 91% OF COMPANIES PLAN TO INVEST MORE IN MENTAL HEALTH RESOURCES IN 2024 BUT 85% OF EMPLOYEES DO NOT FEEL COMFORTABLE TALKING ABOUT MENTAL HEALTH IN THE WORKPLACE - HOW ARE YOU CREATING AN ENVIRONMENT OF SAFETY WHERE YOU AND YOUR TEAMS ARE CREATING TRANSPARENCY AROUND MENTAL HEALTH?
- ORGANIZATIONS WITH HIGHLY EFFECTIVE WELLNESS PROGRAMS REPORT SIGNIFICANTLY LOWER VOLUNTARY ATTRITION THAN DO THOSE WHOSE PROGRAMS HAVE LOW EFFECTIVENESS (9% VS. 15%).
- APPROXIMATELY 1 MILLION WORKERS MISS WORK EVERY DAY DUE TO STRESS, AND DEPRESSION LEADS TO \$51 BILLION IN COSTS DUE TO ABSENTEEISM AND TREATMENT COSTS (OF \$26 BILLION) - THE ISSUE IS REAL AND THE SOLVE IS NOT ONLY IMPORTANT FOR MENTAL BUT BUSINESS WELLNESS AS WELL.

"In a world where the pressures of daily life can overshadow our inner peace, it's vital that we create spaces of community, healing and connection. PTTOW! Summit is always one such space."
– Will Campbell // CEO // Quantasy + Associates

"True wellness starts within. Let's remember that the health of our workforces reflects the health of our minds."
– Sherry Rais // CEO // Enthea



CLIMATE CRUNCH *SUSTAINABILITY PRACTICES FOR OUR FUTURE*

“78% of American business leaders believe climate change will be disruptive to their business in the next 3 years, but only half (47%) are planning to make significant investments in it in the next 2 years.” – *The Harris Poll*



Scope3

BRENDA TUOHIG

CHIEF COMMERCIAL OFFICER



FEATURED MEMBERS:



cotopaxi



KEY TAKEAWAYS

- GEN Z IS VOTING WITH THEIR WALLET AND WILL BOYCOTT BRANDS WHO DO NOT ABIDE BY TRANSPARENT SUSTAINABILITY PRACTICES.
- NEW REGULATIONS SUCH AS THE CORPORATE SUSTAINABILITY DUE DILIGENCE DIRECTIVE (CS3D) WILL IMPACT BRANDS' RESPONSIBILITY ON BOTH DIRECT AND INDIRECT SUPPLIERS PRACTICES - ENSURE YOU UNDERSTAND CURRENT AND FUTURE REGULATIONS FOR FUTURE SURFING UP PROCESS.

DIGITAL DOES NOT MEAN GREEN, ENSURE YOU UNDERSTAND,

- MEASURE AND WORK TO IMPROVE YOUR CARBON FOOTPRINT BY UNDERSTANDING THE IMPLICATIONS OF DIGITAL PRACTICES OVER PHYSICAL - IT IS NOT ALWAYS A LOWER EMIT TO GO DIGITAL!

“There is no time to wait to take action on reducing emissions in your business – and in fact it can lead to better ad performance when you do!”

– Brenda Tuohig // Chief Commercial Officer // Scope3



WHAT TO DO NEXT?!



THROUGH THE FIRE

SELF-PRESERVATION & MENTAL WELLNESS
WHILE MANAGING TRAUMA

TAKE A LISTEN:

- [HAPPINESS IS GIVING | SISTER SHIVANI ON HEALING YOUR SUBCONSCIOUS MIND](#)
- [ON PURPOSE WITH JAY SHETTY](#)

DIVE DEEPER WITH:

- [THE MYTH OF NORMAL: TRAUMA, ILLNESS, AND HEALING IN A TOXIC CULTURE BY GABOR MATÉ & DANIEL MATÉ](#)
- [THE BODY KEEPS THE SCORE: BRAIN, MIND, AND BODY IN THE HEALING OF TRAUMA BY BESSEL VAN DER KOLK M.D.](#)

BE WELL, DO WELL

WELLNESS AT WORKFORCES'
FOREFRONT

READ:

- [HOW TO CHANGE YOUR MIND BY MICHAEL POLLAN](#)
- [AND WATCH THE ACCOMPANYING NETFLIX DOCUSERIES ALSO HOSTED BY MICHAEL POLLAN](#)

UTILIZE:

- [THE TRUE VOICE APP](#)
- [AND THIS MINDFUL MEETINGS GUIDE DEVELOPED BY FELLOW PTTOW! MEMBERS TJ ABRAMS AND JULIET FUNT](#)

CHANGE YOUR POV:

- [MILLENNIALS ARE 'QUIET VACATIONING' RATHER THAN ASKING THEIR BOSS FOR PTO: 'THERE'S A GIANT WORKAROUND CULTURE'](#)

CLIMATE CRUNCH

SUSTAINABILITY PRACTICES
FOR OUR FUTURE

DIG IN:

- [IS NET ZERO BY 2050 STILL POSSIBLE? YES, BUT IT'LL COST 10% MORE](#)
- [WHY SUSTAINABILITY HAS BECOME A CORPORATE IMPERATIVE](#)
- [THE INNOVATIONS WE NEED TO AVOID A CLIMATE DISASTER WITH BILL GATES ON THE TED CLIMATE PODCAST](#)

TAKE ACTION:

- [CLIMATE CHANGE ESSENTIALS FOR BUSINESS LEADERS](#)
- [2024: THE YEAR COMPANIES CAN PRIORITIZE THE PLANET AND ITS PEOPLE](#)
- [HOW CAN WE ACCELERATE CLIMATE ACTION?](#)
- [HOW BRANDS CAN PURSUE CIRCULARITY WHEN BUILDING SUSTAINABLE PRODUCTS](#)

CHAPTER 2

INSIDE CULTURE & REPRESENTATION

FEATURED SUMMIT SESSIONS:

THINK TANK: LIGHTING THE WAY
UNDERREPRESENTED DEMOGRAPHICS
AT THE CENTER

THINK TANK:
SHE SHOOTS, SHE SCORES
WOMEN'S SPORTS FOR THE WIN

THINK TANK: GOT RIZZ?
ALL EYES ON GEN Z & GEN ALPHA

THINK TANK: TAP TO BUY
SOCIAL COMMERCE &
GENERATIONAL SHOPPING

LIGHTING THE WAY UNDERREPRESENTED DEMOGRAPHICS AT THE CENTER



KEY TAKEAWAYS



FEATURED MEMBERS:



- MIC SHARE WITH AUDIENCES YOU SERVE, SPEAK IN THEIR LANGUAGE, ACKNOWLEDGE THEIR CULTURE IN AN AUTHENTIC WAY - BEWARE OF THE TONE-DEAF TOKENIZING THAT LEAVES YOU LOOKING UNINFORMED.
- START FROM WITHIN AND ENSURE THAT YOUR ORG HAS LEVERAGED TOOLS LIKE EMPLOYEE RESOURCES GROUP AND ACTION COUNCILS SO THAT YOUR INTERNAL POPULATION IS AS "SEEN" AS THE EXTERNAL AUDIENCES YOU AIM TO SERVE.
- BEYOND ETHNIC DIVERSITY, QUESTION HOW YOU SERVE VETERANS, INDIVIDUALS WITH DISABILITIES (OF ALL KINDS) AND GET EDUCATED ON WHO THESE GROUPS ARE - THERE ARE TRILLIONS OF DOLLARS IN UNTAPPED SPENDING FOR GROUPS THAT ARE SIMPLY NOT BEING SERVED.

“... the number of people who support inclusive marketing increases as age decreases, but even 70% of Baby Boomers think companies should have inclusive marketing all or some of the time.”
– PR Daily & Morning Consult



SHE SHOOTS, SHE SCORES *WOMEN'S SPORTS FOR THE WIN*

“This year Women’s March Madness hours grew by over 60% on Roku while men’s remained flat YoY. As the sports audience pie grows, new opportunities will emerge for smart advertisers to reach sports fans through women’s sports.” – Roku

KEY TAKEAWAYS



- THE WAGE GAP REMAINS MASSIVE BETWEEN MALE AND FEMALE COMPENSATION BY 21X FOR MALE ATHLETES, CAMPAIGNS THAT CHALLENGE THIS NORM AND INVEST IN WOMEN LEADERS AND ATHLETES WILL CONTINUE TO GARNER SPOTLIGHT AND IMPRESSIONS.
- WITH WOMEN CONTROLLING A SIGNIFICANT AMOUNT OF FAMILY "WALLET SHARE" THE OPPORTUNITY FOR WOMEN TO INVEST IN WOMEN'S SPORTS ACTIVITY FOR FAMILIES IS A GROWING SECTOR AS THE FANDOM BEGINS TO FEED ITSELF - EXPLORE HOW YOU CAN REACH THE WOMEN OF THE HOUSEHOLD FOR WAYS TO ENGAGE THEM IRL.
- STREAMING WILL BEGIN TO WIN OVER LINEAR TV WHEN IT COMES TO REAL ESTATE FOR WOMEN'S ATHLETICS AS THE INVENTORY FIGHT IS FAR LESS LIMITING, LOOK TO BE IN THE RIGHT PLACE AT THE RIGHT TIME FOR THE NEXT GENERATION OF VIEWERSHIP AND FANS.

FEATURED MEMBERS:



CHRIS BRUSS

HEAD OF SPORTS & ENTERTAINMENT PARTNERSHIPS

“For the streaming media industry, it is our responsibility and privilege to accelerate change by building upon the momentum currently happening around the Women’s Sports movement.”
– Chris Bruss // Head of Sports & Entertainment Partnerships // Roku



GOT RIZZ? ALL EYES ON GEN Z & GEN ALPHA

“64% of adult-age Gen Zers are on TikTok daily, whereas just 33% of millennials, 24% of Gen Xers and 5% of baby boomers use TikTok daily.” After all, “63% of Gen Z say they’re ‘not going to deprive myself the comforts of life now for a future that feels like it could change at any moment.’” – The Harris Poll



DEREK MORRISON
GLOBAL MANAGING DIRECTOR



FEATURED MEMBERS:



KEY TAKEAWAYS

- UNDERSTAND THE DIFFERENCE BETWEEN A LONG-LASTING TREND (I.E. "GET READY WITH ME") OVER A MOMENTARY ZEITGEIST VERNACULAR (I.E. GOT RIZZ?) FOR LONGER TAILED STRATEGIES YOU'LL WANT TO GET ON TREND FOR. USE SNACKABLE CONTENT TO HOP ON THE MOMENTARY ENERGY.
- GENZ OPERATES ON "FEEL OVER THOUGHT" NOSTALGIA CONTINUES TO BE A DRIVER OF PURCHASING CHOICE, THEY MAY NOT ALWAYS REMEMBER WHAT YOU SAY BUT THEY WILL ALWAYS REMEMBER WHAT THEY FELT.
- GENZ REMAINS SOMEWHAT NIHILISTIC WITH A DISTRUST AND DENIAL OF STATUS QUO AS ACCEPTABLE, WHEN YOU STAND FOR ANY KIND OF PROGRESS OF CHANGE IT BEGS TOWARDS THE FUTURE WHICH GENZ CARES ABOUT DEEPER THAN ANYTHING ELSE.

“In building relationships with youth audiences, it’s key to understand that what they consume isn’t necessarily who they trust. And even if they don’t purchase a brand they may often still identify as loyal to that brand. Finding ways to deliver value authentically into Gen-Z lives is key to breeding lifelong, trusting customers.”
– Derek Morrison // Global Managing Director // UNiDAYS



TAP TO BUY SOCIAL COMMERCE & GENERATIONAL SHOPPING

“Nearly 50% of respondents have made a purchase directly through a social media platform and 41% of respondents have made an impulse buy on social media as a result of an influencer recommendation.” – Captiv8



captiv8

KRISHNA SUBRAMANIAN
CEO & CO-FOUNDER



FEATURED MEMBERS:



KEY TAKEAWAYS

- THE GLOBAL SOCIAL COMMERCE MARKET WILL BE VALUED AT \$2.4 TRILLION IN 2023, AND BY 2030, THAT NUMBER WILL REACH \$8.5 TRILLION - CONSIDER HOW SERIOUSLY YOU APPROACH THIS TACTIC.
- STUDIES FOUND THAT 55% OF GEN Z CONSUMERS TRUST INFLUENCERS MORE THAN TRADITIONAL CELEBRITIES AND ENDEMICALLY PREFER TO MAKE SOCIAL PURCHASES FROM AN INFLUENCER GIVEN THEIR HIGHER LEVEL OF TRUST WHICH CREATES AN ENVIRONMENT RICH FOR SOCIAL COMMERCE PURCHASING.
- BRANDS HAVE SEEN THAT CREATING A SOCIAL COMMERCE POP ENVIRONMENT ALLOWS FOR HIGHER ENGAGEMENT WITH A MORE FRICTIONLESS PURCHASE CYCLE.

“To drive the most promising results through social commerce, understand what each consumer generation values. Value alignment is a strong reason why consumers ‘tap to buy’ or ‘add to cart.’ Millennials, for example, value product information, unbiased reviews, and knowledge, whereas Baby Boomers value pricing. Over 50% of Baby Boomers value discount or coupon codes when making a purchase on social media. Creators not only connect and drive trust with all generations, but are the fastest way to equip consumers with product knowledge, trust, pricing information, and peer validation.”

– Krishna Subramanian // CEO & Co-Founder // Captiv8



WHAT TO DO NEXT?!

LIGHTING THE WAY UNDERREPRESENTED DEMOGRAPHICS AT THE CENTER

- ▶ CHECK OUT WHO'S LEADING THE CHARGE:
[HOW AMAZON MGM STUDIOS IS WRITING THE PLAYBOOK FOR REPRESENTATION - ON-SCREEN AND OFF](#)
- ▶ THESE COMPANIES ARE SUCCESSFULLY SCALING UP DIVERSITY, EQUITY AND INCLUSION (DEI) INITIATIVES ACROSS THE GLOBE
- ▶ JOIN IN:
[MAKING 2024 STRONGER FOR DEI](#)
- ▶ IN MARKETING, 'MARGINALIZED' IS UNCOMFORTABLE BUT NECESSARY
- ▶ AUDIENCES ARE BECOMING INCREASINGLY DIVERSE, AND THEY EXPECT CONTENT THAT REFLECTS THE WORLD AROUND THEM
- ▶ [WHAT NEEDS TO CHANGE ABOUT DEI - AND WHAT DOESN'T](#)

SHE SHOOTS, SHE SCORES WOMEN'S SPORTS FOR THE WIN

- ▶ CHANGE THE GAME:
[THE WOMEN ARE WATCHING: HOW WOMEN FANS ARE CHANGING SPORTS AND VIEWERSHIP](#)
- ▶ [HOW ROKU IS LEVELING THE PLAYING FIELD WITH WOMEN'S SPORTS](#)
- ▶ FOLLOWING THE VIEWS:
[NWSL AGREES US\\$240M DOMESTIC BROADCAST DEALS WITH AMAZON, CBS, ESPN, AND SCRIPPS](#)
- ▶ [GROUPM COMMITS TO DOUBLE MEDIA INVESTMENT IN ANNUAL WOMEN'S SPORTS ADVERTISING OPPORTUNITIES](#)
- ▶ [THE WNBA'S METEORIC RISE IN POPULARITY, IN ONE CHART](#)

GOT RIZZ? ALL EYES ON GEN Z & GEN ALPHA

- ▶ GET INTO THE MINDSET:
[WHAT BRANDS DOES GEN Z TRUST?](#)
- ▶ [WHAT TO KNOW ABOUT GENERATION ALPHA AND INFLUENCER MARKETING](#)
- ▶ [GEN AI AND GEN ALPHA: THE IMPACTS OF GROWING UP IN AN INNOVATION CYCLE](#)
- ▶ [THE FUTURE OF WORK DEPENDS ON UNDERSTANDING GEN ALPHA NOW](#)
- ▶ [THANKS TO GEN Z, DEEPER CONNECTIONS WILL BECOME THE CURRENCY OF THE FUTURE](#)
- ▶ SEE THE DATA:
[GEN Z 100: 100 RECENT STATS ABOUT GEN Z EVERY MARKETER NEEDS TO KNOW](#)
- ▶ [GROWING UP ALPHA: THE YOUNGEST GENERATION'S MEDIA & ENTERTAINMENT HABITS](#)
- ▶ [2024 GEN Z AND MILLENNIAL SURVEY: LIVING AND WORKING WITH PURPOSE IN A TRANSFORMING WORLD](#)

TAP TO BUY SOCIAL COMMERCE & GENERATIONAL SHOPPING

- ▶ TAP IN:
[WALMART AND ROBLOX ARE TEAMING UP TO MAKE VIRTUAL E-COMMERCE A REALITY](#)
- ▶ [RELIVE TIKTOK SHOP SUMMIT 2024: TOWARDS A SUSTAINABLE BUSINESS ENVIRONMENT FOR THE SHOPPERTAINMENT ECOSYSTEM \(NOTE: HIT THE TRANSLATE BUTTON!\)](#)
- ▶ [TIKTOK SHOP IS ATTRACTING MILLIONS OF CONSUMERS. 7 FACTS ABOUT WHO THEY ARE](#)
- ▶ [HOW GEN Z'S SHOPPING HABITS WILL SHAPE THE FUTURE OF RETAIL](#)

CHAPTER 3

THE INTERSECTION OF MEDIA & TECH

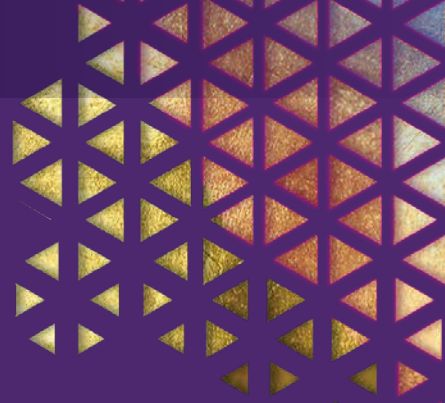
FEATURED SUMMIT SESSIONS:

**THINK TANK: MEDIA
METAMORPHOSIS**
DISSECTING THE RISE &
FALL CYCLE OF CONTENT

**TOWN HALL:
JUMPING THE BANDWAGON**
BATTLING MEDIA DISTRUST
& MISINFORMATION

THINK TANK: SEEING IS BELIEVING
AR, VR, & WEARABLES - UPGRADED!

THINK TANK: OH MY AI!
LEVERAGING AI FOR SUCCESS



MEDIA METAMORPHOSIS DISSECTING THE RISE & FALL CYCLE OF CONTENT



SOFIA HERNANDEZ
GLOBAL HEAD OF BUSINESS MARKETING



IAN TROMBETTA
SVP, SOCIAL & INFLUENCE MARKETING



FEATURED MEMBERS:



KEY TAKEAWAYS

- AI CREATES A DEMOCRATIZATION AND SPEED OF CONTENT CREATION UNSEEN IN YESTERYEAR - BE PREPARED FOR THE "FILLED FUNNEL" OF CHOICES FOR CONSUMERS AND EXPLORE HOW YOU CAN MAKE "SEARCH AND FIND" EASIER FOR YOUR PLATFORM.
- RAW & REAL CONTENT + UGC REMAINS THE TOP ENGAGED CONTENT FROM BRANDS WITH GENZ AUDIENCES, EXPLORE HOW TO FLEX YOUR BRAND GUIDELINES BY EMPLOYING "CONTENT CORRESPONDENTS" WHO ARE ENDEMIC CREATORS THAT CAN SERVE AS AN AUTHENTIC FACE FOR YOUR BRAND.
- THE COLLAPSE OF MINIS INTO MAJORS IS A SIMILAR CYCLE TO THE WARNER / HBO MERGER OF THE PAST, NOTE HISTORICAL WINS AND MISSES IN AN EFFORT TO PREDICT WHERE TO CHART YOUR OWN FUTURE M&A ACTIONS AS A BRAND PARTNER.

"In an age of abundant content, it's critical to create content people actually want to watch; **leading with empathy** is what breaks through. Empathetic marketing authentically delivers on brand values and viewer needs by eliciting feelings of relatability and inclusivity while educating and entertaining."

- Sofia Hernandez // Global Head of Business Marketing // TikTok

"The NFL is using content correspondents – approx. 130 creators across the country who work with NFL players to produce videos across social media platforms. This allows the brand to move fast, and engage creators without the bureaucracy that comes with traditional agencies." - Ian Trombetta // SVP, Social & Influence Marketing // NFL



JUMPING THE BANDWAGON *BATTLING MEDIA DISTRUST & MISINFORMATION*

KEY TAKEAWAYS



FEATURED MEMBERS:



“75% of Americans agree, ‘Large companies with resources, infrastructure, and advanced logistics are even more vital now more than ever to America’s future.’” – [The Harris Poll](#)

- ADDRESS COLLECTIVE ANXIETY AND PROMOTE PROGRESS WITH PEACE, MEETING YOUR AUDIENCE WITH HONESTY IS WILDLY REFRESHING, DO NOT UNDERESTIMATE THE POWER OF SAYING “WE ARE GETTING EDUCATED” VS A HAPHAZARD RESPONSE THAT CAN PUT YOU IN SNAFU TERRITORY.
- THE MAJORITY OF GEN Z COLLEGE STUDENTS SAY THEY “DO NOT HAVE A TRUSTED NEWS SOURCE” THEIR TRUST LIVES WITH THE BRANDS THEY SPEND ON, NEVER UNDERESTIMATE THE POWER YOU HAVE AS A MEGAPHONE AND TRUE INFORMATION PROVIDER REGARDLESS OF YOUR ORGANIZATION’S ENDEMIC PRODUCT OR SERVICE CORE COMPETENCY.
- MIC SHARE IS THE MOST CRITICAL PATH TOWARDS A DIVERSIFIED AND PROPERLY REPRESENTED MESSAGE FROM YOUR ORG WHEN IT COMES TO A PUBLIC POLICY OR SOCIETY INCIDENT REACTION. WELCOME IN VOICES FROM THE COMMUNITIES AFFECTED DIRECTLY TO AVOID ACCIDENTAL TOKENIZING AND INSTEAD SHARE THE SPOTLIGHT WITH THOSE FROM WITHIN YOUR BUYING BASE WHO ARE MOST AFFECTED IN THE MOMENT.





SEEING IS BELIEVING AR, VR & WEARABLES - UPGRADED!

“Half of Gen Z wants shopping experiences that use AR/VR to make shopping more fun.” – The Harris Poll



∞ Meta

SHACHAR
SCOTT
VP, MARKETING
- REALITY LABS



FEATURED MEMBERS:



KEY TAKEAWAYS

- BY 2028 THE AR, VR, MR MARKET IS EXPECTED TO BOOM TO \$252BN STRATEGICALLY YOU SHOULD PREPARE FOR A BRAND EXTENSION THAT CREATES CONSUMER EXPERIENCES. LEVERING THIS TECH
- AI HAS LAYERED A NEW OPPORTUNITY ONTO THIS EXISTING TECH, CONSIDER HOW AI FILTERS CAN CHANGE YOUR DIGITAL PURCHASING OPPORTUNITIES FOR CONSUMERS (DIGITAL TRY ON, "SEE IT IN MY PLACE" ETC) CAN YOU CREATE A STORE WITHIN YOUR AUDIENCES' HOMES?!
- FIND YOUR PARTNERS AND PLATFORMS TO CREATE UNIQUE "MUST SEE" EXPERIENCES THAT THEY CAN'T AFFORD TO MISS.

“Ray-Ban Meta smart glasses combine iconic style with leading-edge AI technology, opening a new world of possibilities right before your eyes (hands-free).”

– Shachar Scott // VP, Marketing - Reality Labs // Meta





OH MY AI! LEVERAGING AI FOR SUCCESS

“9 in 10 of business leaders are using Gen AI for professional purposes.” – The Harris Poll

KEY TAKEAWAYS



- AI INTEGRATION INTO MARKETING AND STORYTELLING IS NO LONGER AN OPTIONAL TOOL HOWEVER THE APPLICATION CAN REMAIN "MORE HUMAN" WITH A THOUGHTFUL AND WELL EDUCATED TEAM AT THE HELM.
- INSTEAD OF FEARING HOW AI WILL REPLACE JOBS CONSIDER HOW IT WILL OPEN UP BANDWIDTH FOR HUMAN CREATIVITY TO FOCUS ON THE OVERALL NARRATIVE GOAL VS PRAGMATIC TASK ACCOMPLISHMENT.
- BUDGET FOR TESTING, AI IS NOT A SILVER BULLET. EXPLORING THE RIGHT AND WRONG SOLVES WITHIN YOUR BUSINESS CYCLE IS THE CRITICAL WAY TO FIND THE RIGHT ALLOCATION FOR AI INVESTMENT.

KATIE COURIC
 JOURNALIST, NYT BESTSELLING AUTHOR & CO-FOUNDER

MAURICE COOPER
 CHIEF CUSTOMER OFFICER

FEATURED MEMBERS:



“Effective storytelling makes people feel something. AI can’t replace talking about the sensitive details of a human talking to someone about losing a child to gun violence, the terrors of 9/11 and can’t hold elective officials accountable.”

Katie Couric // Journalist, NYT Bestselling Author & Co-Founder // Katie Couric Media



WHAT TO DO NEXT?!

MEDIA METAMORPHOSIS

DISSECTING THE RISE & FALL CYCLE OF CONTENT

DISCOVER:

- > [WHY TIKTOK USERS ARE BLOCKING CELEBRITIES](#)
- > [WILL AI INFLUENCERS DISPLACE CREATORS?](#)
- > [CONSUMERS EXPECT PERSONALIZED EXPERIENCES, SOCIAL ENGAGEMENT, AND DIVERSE CONTENT: CAN MEDIA DELIVER?](#)

DIVE DEEPER:

- > [2024 DIGITAL MEDIA TRENDS](#)
- > [THE CREATOR ECONOMY IN 3D](#)
- > [RETURN ON CREATIVE: HOW COMPELLING CONTENT DRIVES BUSINESS RESULTS](#)

JUMPING THE BANDWAGON

BATTLING MEDIA DISTRUST & MISINFORMATION

STAY CURRENT:

- > [HOW AMERICANS GET NEWS ON TIKTOK, X, FACEBOOK AND INSTAGRAM](#)
- > [DO AMERICANS TRUST WHERE THEY GET THEIR INFORMATION?](#)
- > ["THE BEAR" EFFECT: MEDIA'S DEPICTION OF CITIES AND PUBLIC PERCEPTION](#)

THE REAL IMPACT OF FAKE NEWS: THE RISE OF POLITICAL MISINFORMATION AND HOW WE CAN COMBAT ITS INFLUENCE

ANTICIPATE WHAT'S AHEAD:

- > [FUTURE OF NEWS](#)
- > [PUBLIC MEDIA AND THE FUTURE OF LOCAL JOURNALISM](#)
- > [TURNING THE VICIOUS CYCLE OF NEWS AND ADVERTISING INTO A VIRTUOUS ONE](#)

SEEING IS BELIEVING

AR, VR & WEARABLES - UPGRADED!

PEAK INTO THE FUTURE:

- > [CONSIDERATIONS FOR REGULATING THE METAVERSE: NEW MODELS FOR CONTENT, COMMERCE, AND DATA](#)
- > [18 TRANSFORMATIVE WAYS INDUSTRIES ARE LEVERAGING AR AND VR](#)
- > [MIXED REALITY, WEARABLE TECH, AND AI: 2024, THE YEAR SPATIAL COMPUTING TAKES OFF](#)
- > [AUGMENTED HUMAN: HOW TECHNOLOGY IS SHAPING THE NEW REALITY](#)
- > [OUR BODIES ELECTRONIC: THE FUTURE OF WEARABLE TECH](#)
- > [HOW TO USE EMERGING TECH TO ENHANCE WORKPLACE EXPERIENTIAL LEARNING](#)
- > [AS KIDS EMBRACE VR HEADSETS, THE TECHNOLOGY MAY FIND ITS WAY TO THE WORKFORCE](#)

OH MY AI!

LEVERAGING AI FOR SUCCESS

BECOME A DIGITAL TRUST & SAFETY LEADER

POWER THE FUTURE:

- > [THE INNOVATOR'S DILEMMA BY CLAYTON CHRISTENSEN](#)
- > [WHY THE HUMAN TOUCH IS NEEDED TO HARNESS AI TOOLS FOR COMMS](#)
- > [STATE OF AI IN RETAIL AND CPG](#)

CHECK OUT THESE RESOURCES & CASE STUDIES:

- > [EXPLORE WHAT'S NEXT IN AI WITH THE BEST OF GTC](#)
- > [ALEMBIC TECHNOLOGIES](#)
- > [CADBURY CELEBRATIONS - MY BIRTHDAY SONG AND WATCH THE CAMPAIGN VIDEO HERE!](#)

CHAPTER 4

BEYOND YOUR SPHERE

FEATURED SUMMIT SESSIONS:

THINK TANK: ALL IN!
COLLECTIBLES, GAMBLING &
NEW WORLD GAMIFICATION

**THINK TANK:
LIGHTS, CAMERA, INTERACTION**
EVENT-FUL MARKETING
POWERED BY EXPERIENTIAL

THINK TANK: TWO TO TANGO
CROSS INDUSTRY COLLABS
THAT CHANGE THE GAME

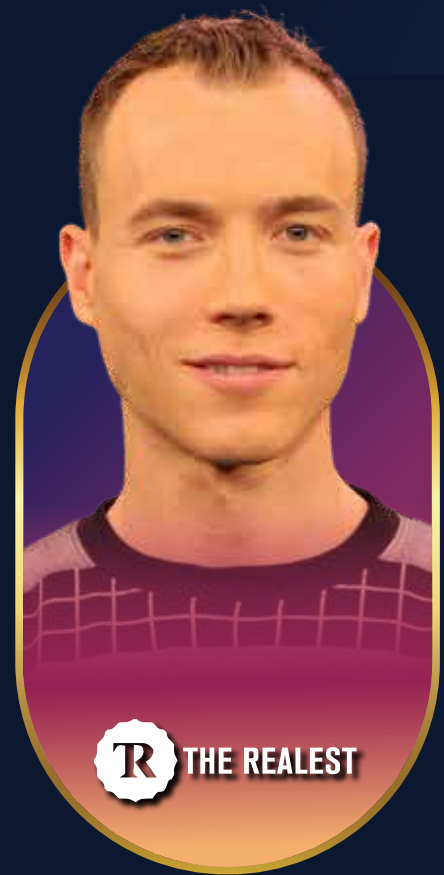
**THINK TANK:
GLOBETROTTER TRENDS**
EXTENDING YOUR FOOTPRINT
WITH GLOBALIZATION

THINK TANK: MAKING THE A-LIST
STRIKING BALANCE WITH
TALENT PARTNERSHIPS



ALL IN! COLLECTIBLES, GAMBLING & NEW WORLD GAMIFICATION

“67% of Swifties say ‘I would spend \$5,000 for a ticket to Taylor Swift’s next tour’. 80% of Swifties ‘I have formed deep friendships based on a shared Taylor Swift connection.’” – [The Harris Poll](#)



KEY TAKEAWAYS

- THE COLLECTIBLES MARKET IS ESTIMATED TO BE AT OVER 1 TRILLION BY 2033, CONSIDER THE UNTAPPED IP IN YOUR OWN ORGANIZATION THAT CAN SPUR FANDOM, PHYSICAL ASSETS THAT SEEMED LIKE "TRASH" ARE COLLECTIBLES TO YOUR MOST COMMITTED FANS.
- PARTNER WITH THE RIGHT PLATFORM TO SERVE AS THE TOP LEVEL AND NOT BUILD FROM WITHIN - ORGS EXIST TO OPEN UP THIS CHANNEL FOR YOU - YOU DO NOT HAVE TO GO IT ALONE!
- BE AWARE AND VERSED IN REGULATION CHANGES SUCH AS THE "SAFE BET ACT" AS WELL AS THE NEW BOOM IN ONLINE CASINO CHANGING THE WAY WE CAN ALLOW FANS TO ENGAGE AND PLAY.

SCOTT "DJ SKEE" KEENEY
FOUNDER & CEO

FEATURED MEMBERS:



"For artists, sports teams, or influencers with high engagement, fans will spend to own a piece of them-literally. We sold three bench \$75 folding chairs Caitlin Clark sat in for \$10k, and a used blunt from Snoop Dogg for \$5k. While it may seem ridiculous, fans want to be closer than ever to their idols."

– Scott "DJ Skee" Keeney // Founder & CEO // [TheRealest.com](#)





LIGHTS, CAMERA, INTERACTION *EVENT-FUL MARKETING POWERED BY EXPERIENTIAL*

“73% of consumers view DOOH ads favorably. Most notably, consumers ranked DOOH as the medium that would most drive them to take action, as 76% of recent DOOH ad viewers noted they had taken action because of a DOOH ad.” – OAAA

KEY TAKEAWAYS



JENNIFER KOESTER
PRESIDENT AND CHIEF OPERATING OFFICER

PETER NAYLOR
VP, ADVERTISING SALES

FEATURED MEMBERS:



- IRL EXPERIENCES CONTINUE TO DRAW BOTH FAN AND PRESS ATTENTION, THEY DO NOT GUARANTEE SUCCESS - BE SURE YOU ARE BUILT FOR SUCCESS AND BRINGING IN THE RIGHT PARTNERS TO GARNER THE LEVEL OF ENGAGEMENT YOU AIM FOR.
- BEYOND "POP-UP" MOMENTS CONSIDER BUILDING INTO YOUR STRATEGY PARTICIPATION MECHANICS THAT REWARD YOUR CONSUMERS BY TAKING ACTIONS THAT DEEPEN THEIR FANDOM - THINK "BRAND SCAVENGER HUNT" THAT FORCES ACTION WITH INCENTIVES FOR CONSUMERS WHO PLAY ALONG.
- ENSURE THAT SAFETY STAYS TOP OF MIND WHEN CREATING PUBLIC ACTIVATION MOMENTS, UNBRIDLED FANDOM CAN LEAVE YOUR AUDIENCE WITH A LESS THAN SAVORY EXPERIENCE - BE READY FOR THE BIG REACTION AND PLAN FOR SUCCESS.

“Consumers value experiences, and those experiences become more powerful when shared with others – there’s no substitute for the impact your brand can have when bringing people together at a live event that becomes an unforgettable moment.”
– Jennifer Koester // President and Chief Operating Officer // Sphere

“Experiences are good for content creation. And the opposite is true! Content (a.k.a. IP) is the foundation for creating experiences.”
– Peter Naylor // VP, Advertising Sales // Netflix

TWO TO TANGO *CROSS INDUSTRY COLLABS THAT CHANGE THE GAME*



KEY TAKEAWAYS



- OVER COLLABORATION IS A VERY REAL RISK, AVOID AUDIENCE FATIGUE WITH MORE MEANINGFUL 360 COLLABS THAT TAKE YOUR FANS INTO A NEW DIMENSION VS A LOGO SLAP THAT GETS TUNED OUT.
- IF SPEED IS THE IMPERATIVE FACTOR FOR A CAMPAIGN, YOUR COLLABORATOR BECOMES EVEN MORE CRITICAL, ENSURE YOU SPEND TIME TO EXPLORE YOUR SHARED VALUES, WORK STYLES, DECISION MAKING PROCESS, WE CAN ONLY GO AS FAST AS OUR SLOWEST PARTNER.
- COLLABORATION IS NOT A MANDATORY PART OF YOUR YEARLY STRAT PLAN, WHILE IT CAN BE A WELL PLACED INVESTMENT FLIPPANT ATTACHMENT TO "CHECKING THE BOX" ON A COLLAB MAKES THEM LESS EFFECTIVE OVERALL.

FEATURED MEMBERS:



"78% of Americans report needing a break from societal distress" and "78% of Americans want to engage in experiences today that were fun as a kid." – [The Harris Poll](#)





GLOBETROTTER TRENDS *EXTENDING YOUR FOOTPRINT WITH GLOBALIZATION*

“In 2023, advertising and marketing spending worldwide grew by around five percent to over 1.65 trillion U.S. dollars.” – Statista



DOUG ZARKIN
CHIEF BRAND OFFICER

KATIE SOO
GLOBAL CHIEF BUSINESS OFFICER

FEATURED MEMBERS:



KEY TAKEAWAYS

- ENSURE THAT YOU CONSIDER BEYOND A NORTH AMERICAN FOOTPRINT FOR ALL MOMENTS OF THE FUNNEL - HOW YOU MESSAGE, SELL, RETAIN FANDOM AND EXTEND IT SHOULD BE THROUGH THE LENS OF A GLOBAL AUDIENCE.
- PARTNER ACROSS TERRITORY WITH COLLABORATORS WHOSE AUDIENCE IS COMPLIMENTARY BUT NOT ENTIRELY OVERLAPPING, YOUR EXTENSION SUCCESS DEPENDS ON SOMEONE ELSE VOUCHING FOR YOUR EFFICACY - YOU CAN DO THIS SYMBIOTICALLY FOR THE RIGHT PARTNER AS WELL.
- CREATE A TEAM THAT HAS EXPERIENCE BEYOND YOUR NATIVE TERRITORY AND ARE LIVING AND WORKING IN THE GEOGRAPHIC SPACES YOU WANT TO BE REPRESENTED IN - THEIR GUIDANCE WILL ENSURE AUTHENTIC EXTENSION VS FORCED REACH.

“Whether you’re extending your footprint through global strategies, national initiatives, or local activations, always ‘think human.’ Treat every customer as if they were your only customer, and success will follow. In the globalization journey, the personal touch makes the world and your customer feel closer to your brand.”

– Doug Zarkin // Chief Brand Officer // Good Feet Worldwide

“I love the book Play Bigger and it’s one I recommend often. It forces you to look beyond the confines of a traditional approach and play outside the box. Don’t use or take on someone’s playbook, build your own. Make your rules. Win the game.”

– Katie Soo // Global Chief Business Officer // DICE



MAKING THE A-LIST *STRIKING BALANCE WITH TALENT PARTNERSHIPS*

“73% of consumers view DOOH ads favorably. Most notably, consumers ranked DOOH as the medium that would most drive them to take action, as 76% of recent DOOH ad viewers noted they had taken action because of a DOOH ad.” – *The Harris Poll*

KEY TAKEAWAYS



MANDY ARAGONES
MANAGER



BRUCE FLOHR
CHIEF STRATEGY OFFICER & EVP



FEATURED MEMBERS:



- ENGAGE TALENT EARLY AND OFTEN THROUGHOUT THE CREATIVE PROCESS TO ENSURE SYMBIOTIC BRAND ALIGNMENT.
- YOUR AUDIENCE CAN SENSE SYNTHETIC VS AUTHENTIC COLLABORATION, ENSURE THAT THE WAY YOU ENGAGE WITH TALENT HAS DEPTH OVER WIDTH.
- FINDING THE RIGHT TALENT MATCH CAN MAKE ALL THE DIFFERENCE, NOT LIMITED TO TALENT SELECTION BUT ALSO BASED ON VALUES.

“Successful talent partnerships blossom and thrive when there is a delicate and purpose driven balance between brand objectives and the unique strengths of the talent resulting in a harmonious collaboration that takes flight.”
– Mandy Aragones // Manager // Slick Rick

“Don’t be different to be different, be different to be better.”
– Bruce Flohr // Chief Strategy Officer & EVP // Red Light Management

WHAT TO DO NEXT?!



ALL IN! COLLECTIBLES, GAMBLING & NEW WORLD GAMIFICATION

UNDERSTAND THE FANDOM:

- [STATE OF BEYONCÉ](#)
- [STATE OF TAYLOR SWIFT](#)

READ ABOUT THE POTENTIAL:

- [COLLECTIBLES MARKET IN 2024 AND BEYOND](#)
- [ROARING TOURS, QUIET MARKETS: INSIDE THE SURPRISINGLY THIN MODERN MUSIC MEMORABILIA MARKET](#)
- [HOW GAMIFICATION CAN BOOST EMPLOYEE ENGAGEMENT](#)
- [HIGH-NET-WORTH GEN ZERS AND MILLENNIALS INVEST IN COLLECTIBLES](#)

LIGHTS, CAMERA, INTERACTION EVENT-FUL MARKETING POWERED BY EXPERIENTIAL

FOLLOW THE POWER OF EXPERIENTIAL:

- [EXPERIENTIAL TOUCHPOINTS: BRIDGING PHYSICAL AND DIGITAL WORLDS](#)
- [EXPERIENTIAL MARKETING TRENDS: HOW INFLUENCERS ARE LEADING THE WAY](#)
- [ARE BRANDS UNDERESTIMATING THE POWER OF PLAY?](#)
- [SUNS OUT, ADS OUT - WHY OOH IS BLAZING A TRAIL THIS SUMMER](#)
- [DIGITAL OOH'S GROWTH HAS MEDIA AGENCIES MAKE MORE USE OF ITS DATA AND MANAGEMENT OPTIONS](#)

STAY IN THE LOOP:

- [OUT OF HOME ADVERTISING NEWS](#)

TWO TO TANGO CROSS INDUSTRY COLLABS THAT CHANGE THE GAME

JUMP INTO:

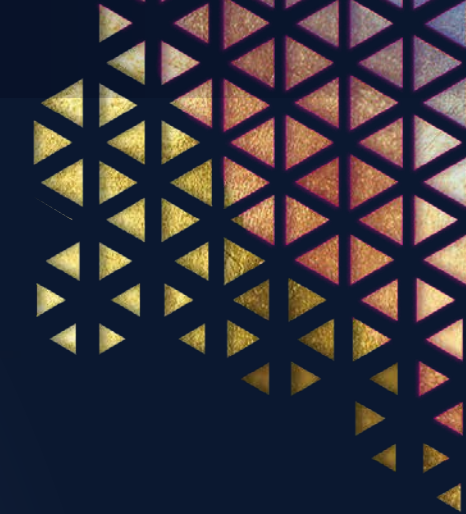
- [THE POWER OF CROSS-INDUSTRY MARKETING INSPIRATION](#)
- [THE ART OF COLLABORATION: SUCCESSFUL PARTNERSHIPS IN THE CREATOR ECONOMY](#)

COLLABS IN ACTION:

- [THE ART OF HERITAGE: POLO RALPH LAUREN X NAIOMI GLASSES](#)
- [PRINGLES & CAVIAR: THE UNLIKELIEST BRAND COLLABORATIONS OFTEN WORK THE BEST](#)
- [THE 'UNHINGED' PRODUCT MASH-UPS THAT SELL OUT IN HOURS](#)
- [HOW E.L.F. COSMETICS AND LIQUID DEATH SOLD OUT THEIR SPOOKY, SUCCESSFUL COLLAB](#)

WHAT TO DO NEXT?!

(CONTINUED)



GLOBETROTTER TRENDS EXTENDING YOUR FOOTPRINT WITH GLOBALIZATION

LEARN TO:

- ▶ [PLAY BIGGER: HOW PIRATES, DREAMERS, AND INNOVATORS CREATE AND DOMINATE MARKETS BY AL RAMADAN, DAVE PETERSON, CHRISTOPHER LOCHHEAD, & KEVIN MANEY](#)

BRANDS THAT ARE DOING IT RIGHT:

- ▶ [BLACKPINK IN YOUR OREO AND READ THE CASE STUDY HERE!](#)
- ▶ [CADBURY INDIA'S CHEER FOR ALL SPORTS AND WATCH THE BREAKDOWN HERE!](#)
- ▶ [OREO'S ART OF PLAY AND DIVE DEEPER INTO THE CAMPAIGN HERE!](#)

MAKING THE A-LIST STRIKING BALANCE WITH TALENT PARTNERSHIPS

CONSIDER:

- ▶ [STRUCTURED STRATEGIC PARTNERSHIP HANDBOOK BY EZRA SCHNEIER](#)
- ▶ [THE COMPLEXITIES OF CELEBRITY PARTNERSHIPS AND BRAND IMAGE](#)
- ▶ [IS A CELEBRITY PARTNERSHIP RIGHT FOR YOUR BRAND?](#)

CHECK OUT RECENT DROPS:

- ▶ [ESTÉE LAUDER DROPS COLLABORATION WITH SHUTING QIU](#)
- ▶ [PACSUN CELEBRATES ROBLOX + SLICK RICK COLLABORATION: A CONVERSATION WITH THE HIP HOP LEGEND](#)
- ▶ [THE TOP 5 CELEBRITY BRAND COLLABS YOU NEED TO KNOW ABOUT RIGHT NOW](#)

STAY IN THE KNOW:

- ▶ [BEATS AND BYTES NEWSLETTER](#)

CHAPTER 5

RETHINKING YOUR STATUS QUO

FEATURED SUMMIT SESSIONS:

**THINK TANK:
MOONSHOTS & LUNACY BUDGETS**
BRAND ELASTICITY FOR
THE UNEXPECTED

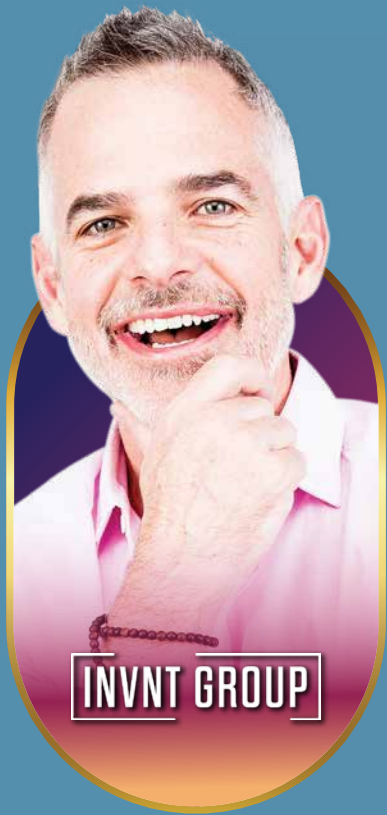
THINK TANK: NOW BOARDING!
NAVIGATING YOUR PATH
TO A BOARD SEAT

THINK TANK: PIVOT PROS
HOW TO NAVIGATE REORGS
AND SHAKE-UPS

THINK TANK: C-SUITE SYMPHONY
LEADERSHIP DYNAMICS
AT THE SPEED OF CULTURE



MOONSHOTS & LUNACY BUDGETS *BRAND ELASTICITY FOR THE UNEXPECTED*



INVNT GROUP

JERRY DEENEY

CHIEF CLIENT OFFICER



Spotify

GRACE KAO

HEAD OF GLOBAL BUSINESS MARKETING



FEATURED MEMBERS:



KEY TAKEAWAYS

- THINK BIG, START SMALL, SCALE FAST - EXPLORE THE IDEA, FULLY TEST IN A MICRO ENVIRONMENT, ADJUST AS NECESSARY AND PRESS GO WITH VIGOR TO SCALE FASTER THAN MARKETPLACE COMPETITION.
- YOUR CULTURE OF BRAVERY AND BRAND ELASTICITY WILL DIRECTLY IMPACT YOUR ABILITY TO CAPITALIZE ON A TIMELY MOONSHOT IDEA THAT NEEDS AN AGILE TEAM FOR MARKET LAUNCH BEFORE THE CULTURAL OPPORTUNITY PASSES.
- CREATING AN ORGANIZATION WIDE UNDERSTANDING OF BUDGETING FOR THE "UNEXPECTED OPPORTUNITY" MEANS NOT PLANNING TO THE DIME BUT INSTEAD CREATING CUSHION SO THAT NOT EVERY "CRAZY IDEA" IS BALKED AT BUDGETARILY - WHERE IS YOUR MAGIC SLUSH FUND? ENSURE YOU CAN DEFEND THE IMMENSE ROI THAT CAN COME WHEN YOU EXECUTE WITH SPEED TO MARKET FOR THE UNPLANNED.

"When I think of Moonshots, Nike signing Michael Jordan was such a risk at the time for Nike. Cash poor, an unknown shoe brand, especially within the NBA. A moonshot risk for a young Nike brand. Today when you look back on this partnerships impact - not only for Nike, Michael Jordan, but most importantly on the culture of sports and sports marketing, to me, this is a great example of a risk/reward Moonshot." – Jerry Deeney // Chief Client Officer // INVNT Group

"Invest in magic. For Spotify, the magic is personalization. The magic is the ease, it's not complicated...[but] don't be afraid to break your own rules" – Grace Kao // Head of Global Business Marketing // Spotify



NOW BOARDING! NAVIGATING YOUR PATH TO A BOARD SEAT

“Roughly 70% of all transformations fall short of their objectives, for a variety of reasons. But boards can make a meaningful difference in whether a transformation hits its target objectives—or falls short.” – Boston Consulting Group

KEY TAKEAWAYS



- A BOARD SEAT IS NOT A VANITY PLAN, BE PREPARED AND BANDWIDTH BUDGETED FOR A SUBSTANTIAL COMMITMENT: REGULAR MEETINGS, CRISIS MANAGEMENT, AND A SENSE OF RESPONSIBILITY FOR THE ORGANIZATION'S OUTCOMES.
- FOR MARKETERS IN PARTICULAR, PRIVATE BOARDS OFTEN OFFER DEEPER ENGAGEMENT COMPARED TO PUBLIC ONES BASED ON LESS INDUSTRY CONTROL MECHANICS THAT NEED TO BE FOLLOWED.
- TOKENIZING ON A BOARD IS BAD - DO NOT ADD FACES FOR DEI APPEARANCE VS TRUE IMPACT, WOMEN AND DIVERSE LEADERS ARE OFTEN PLACED ON BOARDS BUT NOT GIVEN THE EQUITY OF VOICE. THERE IS NO SHORTAGE OF TALENT, ENSURE YOU BREAK YOUR OWN SILOS TO REACH TO THE UNTAPPED FOR VOICES THAT DO NOT ONLY RAISE REPRESENTATION BUT CREATE IMPACT OVERALL!

SOYOUNG KANG
CMO

KORY MARCHISOTTO
CMO, E.L.F. BEAUTY & PRESIDENT, KEYS SOULCARE

FEATURED MEMBERS:



“Let every sitting CEO, board member, and executive search firm know that you’re actively looking for a board role, because you want to be top of mind when opportunities come their way.”

– Soyoung Kang // CMO // eos Products

“When you have that power position, you can showcase it’s not just good for society, it’s good for business.”

– Kory Marchisotto // CMO, e.l.f. Beauty & President, Keys Soulcare // e.l.f. Beauty

PIVOT PROS HOW TO NAVIGATE REORGS AND SHAKE-UPS

KEY TAKEAWAYS



FEATURED MEMBERS:

 Meta

 Bath & Body Works

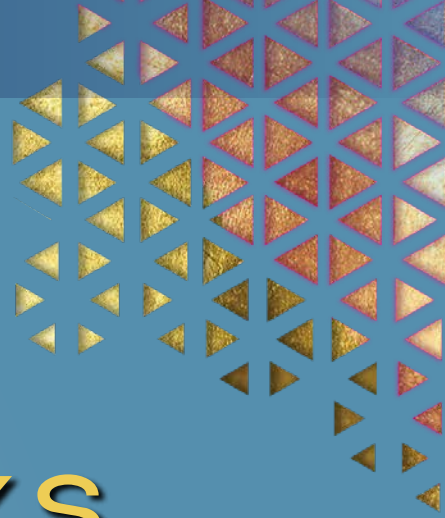
 Paramount

- YOUR SINGLE BIGGEST GOAL WHEN MANAGING ODD TRANSITIONS IS TO MITIGATE FOR FEAR AND UNCERTAINTY WITH AS MUCH TRANSPARENCY POSSIBLE.
- ENSURING YOU ARE GETTING COACHING AND SUPPORT FROM YOUR LEADERSHIP TEAM IS CRITICAL TO DELIVER ON YOUR OWN LEADERSHIP EQ AS YOU NAVIGATE CHANGE.
- SURVIVOR SYNDROME IS VERY REAL, BE PREPARED THAT POST TRANSITIONARY INCIDENT IT IS CRITICAL TO REBUILD YOUR TEAM AND REBOND THEM TO THE OVERALL ORG MISSION AND VISION OR YOU'LL SEE SELF IMPOSED ATTRITION AFTER OVERALL ORG CHANGES.

“85% of Americans say, ‘We need resilient and adaptive leaders who have a long-term vision.’” While “80% of business leaders agree, ‘Business leaders face the impossible task of navigating a dysfunctional society’”.

– The Harris Poll

C-SUITE SYMPHONY LEADERSHIP DYNAMICS AT THE SPEED OF CULTURE



KEY TAKEAWAYS



FEATURED MEMBERS:



PACSUN



- OVERALL C-SUITE GOAL ALIGNMENT IS CRITICAL IN BUDGETING AND RELATIONAL MANAGEMENT, WITHOUT FULL ALIGNMENT AND WITH THE EXISTENCE OF COUNTER-AGENDAS YOU'LL NEVER STRIKE A COHESION WITHIN YOUR C-SUITE.
- CULTURE FIT IS CRITICAL, WHEN EVOLVING YOUR C-SUITE LEADERS WHO MAY HAVE A DIVERSE BACKGROUND AS WELL AS A SHARED VALUES MATRIX IN ALIGNMENT WITH THE OVERALL ORG STRATEGIC DIRECTION.
- BE WARY OF GENZ BEHAVIORAL DIFFERENCES, AS MILLENNIALS JOIN THE C-SUITE AND GENZ FOLLOWS CLOSELY BEHIND STAY OPEN TO THE ADJUSTMENT IN "TRADITIONAL" SYSTEMS AND DECISION MAKING PROCESSES - THESE NEW VOICES WITHIN THE C-SUITE CAN BE PRODUCTIVE WITH AN OPENNESS TO NEW WAYS TO PROBLEM SOLVE.

"83% of Americans agree, If business leaders step up and help communities manage risk, they will be on the right side of history." – The Harris Poll



WHAT TO DO NEXT?!



MOONSHOTS & LUNACY BUDGETS

BRAND ELASTICITY FOR THE UNEXPECTED

GET INSPIRED:

- [SHOE DOG: A MEMOIR BY THE CREATOR OF NIKE BY PHIL KNIGHT](#)
- [E.L.F.'S "SO MANY DICKS" CAMPAIGN](#)
- [SPOTIFY: A PRODUCT STORY EPISODE 00, "THE MOST EPIC BATTLE IN MUSIC HISTORY"](#)
- [INFLUENCERS, SOCIAL MEDIA, AND MOONSHOT MARKETING: HOW TO MAKE YOUR PRODUCT STAND OUT FROM THE CROWD](#)

EXPAND YOUR THINKING:

- [THINK AND GROW RICH BY NAPOLEON HILL](#)
- [OUTWITTING THE DEVIL: THE SECRET TO FREEDOM AND SUCCESS BY NAPOLEON HILL](#)
- [DIG YOUR WELL BEFORE YOU'RE THIRSTY BY HARVEY MACKAY](#)
- [CONSCIOUS CAPITALISM BY JOHN MACKAY, RAJENDRA SISODIA, AND BILL GEORGE](#)

NOW BOARDING!

NAVIGATING YOUR PATH TO A BOARD SEAT

LOOK THROUGH THESE RESOURCES:

- [NACD WEBINARS](#)
- [BOARD SOURCE](#)
- [KKR](#)
- [HOW BOARD OF DIRECTOR ROLES ARE CHANGING](#)

TUNE IN:

- [NACD'S BOARDVISION PODCAST](#)
- [AND DON'T MISS THE EPISODE FROM THE C-SUITE TO THE BOARDROOM!](#)

SET PRECEDENT:

- [E.L.F.'S CHANGE THE BOARD GAME](#)
- [WOMEN IN THE BOARDROOM](#)

PIVOT PROS

HOW TO NAVIGATE REORGS AND SHAKE-UPS

BEGIN WITH:

- [WHY BUSINESS TRANSFORMATION MUST BEGIN WITH TRUST](#)

ADD TO YOUR TOOLKIT:

- [NEUROSCIENCE FOR LEADERSHIP BY DR. TARA SWART, KITTY CHISHOLM, & PAUL BROWN](#)
- [THE TRUTH BEHIND RESILIENCE AND ADAPTABILITY IN HIGH-PERFORMANCE TEAMS](#)
- [LEADERSHIP IN TIMES OF CRISIS: LESSONS FROM HUMANITY](#)
- [HOW TO SUSTAIN YOUR EMPATHY IN DIFFICULT TIMES](#)
- [LEADERSHIP IN FLUX: RECOGNIZING SIGNALS FOR AN EXECUTIVE](#)
- [WHAT EMPLOYEES NEED FROM LEADERS IN UNCERTAIN TIMES](#)

C-SUITE SYMPHONY

LEADERSHIP DYNAMICS AT THE SPEED OF CULTURE

START FROM THE BEGINNING:

- [DISCOVER YOUR THE TRUE NORTH BY BILL GEORGE & DAVID GERGEN](#)
- [THE STATE OF CORPORATE PURPOSE IN 2024](#)

READ UP ON:

- [GROWTH IN THE C-SUITE](#)
- [HOW HR CHIEFS BECAME ONE OF THE MOST POWERFUL C-SUITE ROLES](#)
- [INSIDE THE C-SUITE: CIOS SHARE HOW THE ROLE IS EVOLVING](#)
- [EY REPORT HIGHLIGHTS GENDER GAP AND EVOLVING C-SUITE DEMANDS](#)

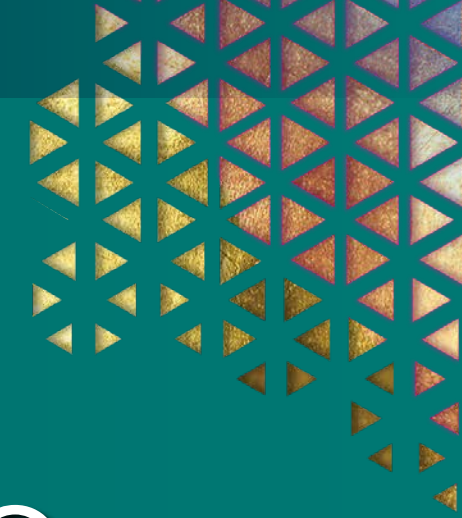
CHAPTER 6

COOL & OFF THE PATH

FEATURED SUMMIT SESSIONS:

WORKSHOP: ANCIENT LINEAGE
SPIRITUALITY & YOUR HEALTH

WORKSHOP: MIND > MATTER
LESSONS FROM THE WORLD'S
TOP MENTALIST



ANCIENT LINEAGE *SPIRITUALITY & YOUR HEALTH*



ACTIVE LEARNING

- BREATHING HORIZONTALLY (THROUGH THE RIBCAGE) CREATES EXPANSION, FOSTERING YIN.
- INHALATION AND EXHALATION ARE EQUALLY IMPORTANT.
- DON'T LOOK DOWN WHEN YOU WALK.
- PRACTICE KEEPING YOUR VOICE OPEN, CHIN AWAY FROM YOUR CHEST, & EYES ON THE HORIZON.
- SPINAL REALIGNMENT WILL MOVE STAGNATION CREATING NEW PURPOSE/FLOW.

FEATURED MEMBERS:

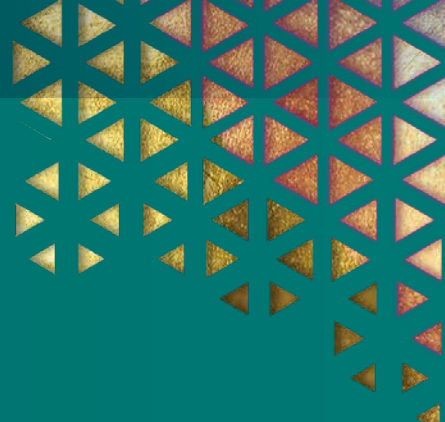


**NISHA
DEVI RODRIGO**
WORLD-RENOWNED EASTERN
MEDICINE PRACTITIONER
& FOUNDER

“The wisdom of our ancestors still resides within our DNA, but we cannot hear their rhythm’. We move so quickly, so often, without ground or source. Generational trauma, patterning, and burnout prevent us from living in flow, our superpower state. So how do we connect back to the source, our essence, our Yin? How do we clear stagnation, and access this superpower state? Lineage Medicine™ provides many of these answers through education and movement.”

– Nisha Devi Rodrigo // World-Renowned Eastern Medicine Practitioner & Founder // KALA Wellness





ANCIENT LINEAGE *SPIRITUALITY & YOUR HEALTH (CONTINUED)*

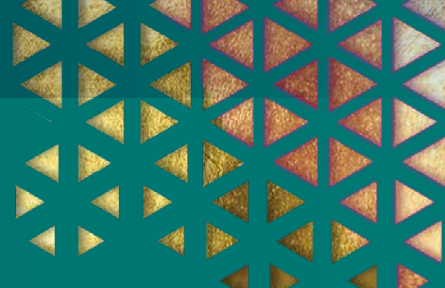


KEY LEARNING & FOLLOW THE FLOW

- WE ARE A LIVING LANDSCAPE; OUR INTERNAL BODY MIRRORS OUR EXTERNAL ENVIRONMENT.
- EACH ORGAN CARRIES A POSITIVE AND NEGATIVE EMOTION IMPACTING CHOICE.
- WHEN WE MOVE THROUGH THESE EMOTIONS, WE ACTIVATE OUR SUPERPOWERS.
- UNDERSTANDING THIS SCIENCE ALLOWS US TO ACCESS AGENCY AND RESILIENCE.

“Burnout is now recognized as a medical diagnosis by the WHO. Symptoms of burn-out and chronic stress include cognitive weariness, emotional exhaustion & physical fatigue.¹ When we lose connection with our source (Yin), our working energy (Yang) naturally burns out.” – *American Psychological Association*

MIND > MATTER *LESSONS FROM THE WORLD'S TOP MENTALIST*



A TIP FROM OZ



**OZ
PEARLMAN**
EMMY
AWARD-WINNING
MENTALIST



How to never forget a person's name moments after hearing it, avoid embarrassment at your next corporate event or party!

The directions on a shampoo bottle say "lather, rinse, repeat" and we will use that as a memory hook for "listen, repeat, reply".

STEP 1 Seems the simplest, but the fact is that most of the time when meeting someone new you tend to be thinking about what you'll say next and therefore do not properly imprint it. This is less a memory issue and more that you never properly took the information in. The moment you hear the name, your job is to repeat it at least twice, and ideally several more times in a motivated way.

STEP 2 Repeat!

STEP 3 Reply. which can take the form of asking how it is spelled, or giving a compliment that uses their name or referencing someone else you know with the same name or that spells it similar/different. These form a deeper impression in your memory and ensure the name will not be forgotten.

WHAT TO DO NEXT?!

ANCIENT LINEAGE SPIRITUALITY & YOUR HEALTH

GO BEYOND WITH:

- [THE WEB THAT HAS NO WEAVER BY TED J. KAPTCHUK](#)
- [TAO TE CHING BY LAO TZU & TRANSLATED BY STEPHEN MITCHELL](#)
- [YOGA BENEATH THE SURFACE BY SRIVATSA RAMASWAMI & DAVID HURWITZ](#)

CONNECT:

- [@NISHADEVIHEALTH & LIVING KALA](#)
- [AND SIGN UP FOR KALA'S QUARTERLY PUBLICATION KALA INSIDER](#)

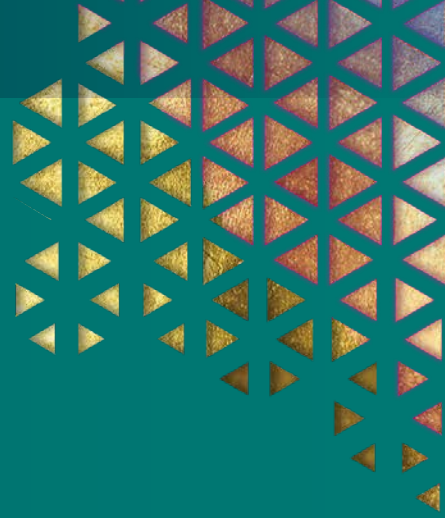
MIND > MATTER LESSONS FROM THE WORLD'S TOP MENTALIST

LISTEN & WATCH MAGIC UNFOLD:

- [HOW LEADERS LEAD WITH DAVID NOVAK](#)
- [SCHOOL OF GREATNESS WITH LEWIS HOWES](#)
- [TRADING SECRETS WITH JASON TARTICK](#)

THINK ABOUT A BIGGER PICTURE:

- [HOW TO WIN FRIENDS & INFLUENCE PEOPLE BY DALE CARNEGIE](#)
- [THE GAME BY NEIL STRAUSS](#)





THANK YOU

We're here to support you all-year-round. Reach out to your membership lead for connections to subject matter experts and/or fellow members who can help you tackle your biggest business challenges, as well as our community of world class coaches who can help you reach your limitless potential.

With love,
PTTOW!