

2022 ACAM-CEO MindShare Retreat Schedule

August 3, 2022

PRE-CONFERENCE SESSION

7:00 AM	8:00 AM	Breakfast/Registration
8:00 AM	11:00 AM	Connecting the Dots of Mergers & Acquisitions - Matt Bodnar

GENERAL SESSIONS

11:00 AM	12:00 PM	Registration	
11:00 AM	12:00 PM	Lunch	
12:00 PM	12:30 PM	Welcome, Introductions, Housekeeping	
12:30 PM	2:00 PM	The Big, Bold, Brave World of Content & Storytelling - Ann Hadley	
2:00 PM	2:45 PM	MindShare	
3:00 PM	4:30 PM	MindShare	
5:30 PM	9:30 PM	Evening Event	Offsite

August 04, 2022

7:30 AM	8:30 AM	Breakfast/Registration	
8:30 AM	9:00 AM	Announcements	
9:00 AM	10:30 AM	Why You Should Get Paid for Your Data - Jennifer Zhu Scott/MindShare	
10:45 AM	12:00 PM	MindShare	
12:00 PM	1:30 PM	Lunch	
1:30 PM	2:45 PM	Panel Discussion	
3:00 PM	4:30 PM	MindShare	
5:30 PM	9:30 PM	Evening Event	Offsite

August 05, 2022

8:00 AM	9:00 AM	Breakfast
9:00 AM	9:30 AM	Announcements
9:30 AM	10:45 AM	Rethinking Mental Health - Ben Nemtin
10:00 AM	11:45 PM	MindShare
11:45 PM	12:00 PM	Wrap-Up/2023 Announcement