

TRANSFORM CHANGE INTO OPPORTUNITY

Collage Group 2021 Member Roundtable Agenda

1:00 - 4:00 p.m. Eastern Time, November 3, 2021

Collage Group Hosts



David Wellisch
CEO & Co-Founder



Zekeera Belton
Vice President,
Client Services



David Evans
Chief Product
Officer



Ida Chacon
Senior Solutions
Strategist



Jack Mackinnon
Director,
Product & Content

Panelists



Daneyni Sanguinetti
Director, Cultural &
Inclusive Marketing



Matt Cahill
Senior Director,
Consumer Insights



Tina Tonielli
Americas Lead,
Insights & Analytics



Alejandro Solorio
Diverse Audience
Strategy Director



12:55 p.m. Log-In & Welcome

1:00 to 1:05 p.m. Introductory Remarks
David Wellisch, Co-Founder & CEO, Collage Group

COLLAGE GROUP FEATURED CONTENT

1:05 to 2:10 p.m. America Now: How We Have Changed Since 2020
Zekeera Belton, Vice President, Client Services, Collage Group
Jack Mackinnon, Director of Product and Content, Collage Group

🕒 5 min Break 🕒

2:15 to 3:00 p.m. CultureRate: Maximizing ROI from Targeted Multicultural Marketing
David Evans, Chief Product Officer, Collage Group
Ida Chacon, Senior Solutions Strategist, Collage Group

🕒 5 min Break 🕒

PANEL DISCUSSION

3:05 to 3:55 p.m. Panel Discussion: Perspectives on Sustaining the Change
Daneyni Sanguinetti, Director, Cultural & Inclusive Marketing, Pernod Ricard
Matt Cahill, Senior Director, Consumer Insights, McDonald's
Tina Tonielli, Americas Lead, Insights & Analytics, GSK
Alejandro Solorio, Diverse Audience Strategy Director, Comcast
Hosted by David Wellisch

3:55 p.m. Closing Thoughts
David Wellisch



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The Annual Virtual Roundtable *A Special Invitation*

1:00 - 4:00 p.m. Eastern Time, November 3, 2021

The past 18 months have been a period of unprecedented change in America. The lingering COVID-19 pandemic coupled with social movements both embracing and resisting America's increasing cultural diversity have created a set of new challenges for brands. These modern dilemmas include changing consumer expectations, deep polarization, and an urgent need to better connect with a diversifying America.

Join Collage Group's 2021 Roundtable to learn how to leverage our cultural insights and tools to turn challenges into opportunities to connect with American consumers across race, ethnicity, sexuality, and generation. The 2021 Roundtable will provide attendees with new research and engaging panel discussions focused on leveraging cultural insight to effectively navigate both today and tomorrow's changing consumer landscape.

America Now: How We Have Changed Since 2020

We explore changes to diverse consumer attitudes at this key juncture in American history. Attendees will obtain exclusive insights into diverse consumer perspectives on climate change and polarizing issues, such as racism and the pandemic, compared to 2020. These learnings are key for 2022 planning.

CultureRate: Maximizing ROI from Targeted Multicultural Marketing

Our analysis of hundreds of brands and ads reveals insights into the drivers of brand Cultural Fluency and how to transcend the tradeoff between targeted and general market ads.

Member Panel: Learn from America's preeminent brand leaders in a discussion centered on actions internally and in marketing to stay ahead of the rapid changes underway in America.

There is No Going Back

Attend Collage Group's 2021 Roundtable to learn where and how you can ensure that your brand effectively marches into the future.