

**MACMA**  
The Media, Audience & Content Marketing Association

# Industry Days

## FutureProof: Redefining Media, Audience, and Leadership

**2-3**

APRIL

2025

HEARST TOWER, NYC

[www.the-macma.org](http://www.the-macma.org)



The Media, Audience & Content Marketing Association

# **MACMA Days 2025**

## **FutureProof: Redefining Media, Audience, and Leadership**

Welcome to MACMA Days 2025—FutureProof, where we redefine the landscape of media, audience engagement, and leadership. Welcome to two days of immersive exploration, innovation, and networking.

Discover next-generation strategies in audience engagement, content innovation, and leadership evolution. Our event brings together industry professionals to explore cutting-edge solutions for privacy challenges, data-driven storytelling, and adapting to the rapidly changing media landscape.



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## April 2, 2025 - Day 1 - MasterClasses

### 1 pm - 2 pm - Navigating the Privacy & AI Readiness Tightrope: Turning Compliance into Competitive Advantage



**Speakers:** Amanda Landsaw, Chief Marketing Officer, Endeavor Business Media;  
Bettina Lippisch, Vice President, Privacy & Data Governance, Omeda

**Explore strategies to leverage privacy compliance for a competitive edge.**

### 2 pm - 3 pm - The Business Case for Retention Marketing



**Speaker:** Ruth Stevens, President, eMarketing Strategy Group  
**Uncover the importance of retention marketing and its impact on business growth.**

### 3 pm - 4 pm - Breaking the Cycle: Transforming B2B Marketing Strategies to Escape the Insanity Loop



**Speaker:** Jack Borie, Chief Marketing Officer UBIX.AI  
**Learn how to innovate B2B marketing strategies for success in the digital age.**

### 4 pm - 5 pm - Cocktail Reception + Networking



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## April 3, 2025 - Day 2

### 9:30 am - 10 am - The Attention Journey



**Speakers:** Ian Edgar, Creative Consultant, Former VP of Creative Strategy & Video Programming at Condé Nast

**Embark on a journey of attention-grabbing strategies and disruptive innovations.**

### 10 am - 10:30 am-Mini Version: Breaking the Cycle: Transforming B2B Marketing Strategies to Escape the Insanity Loop



**Speaker:** Jack Borie, Chief Marketing Officer UBIX.AI  
**This condensed masterclass aims to equip attendees with actionable insights and strategies that can be immediately implemented to enhance their B2B marketing efforts and drive business growth.**

### 11 am - 12 pm - Disruption Jam

**Join Ian & Jack as they discuss the art of disruption, innovative strategies, and driving success in a dynamic market.**



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## **12pm - 1pm - Lunch & Networking**

### **1 pm - 1:45 pm - Keynote Speakers**



**A very special interview - 1:1 with Devin Emery,  
Chief Content Officer at Morning Brew and  
Jacob Donnelly, Founder,  
A Media Operator**

### **2:15 pm - 3:30 pm - Navigating Tech Hurdles in Audience Email Marketing Efforts**



**Speakers: Joyce Neth, VP Director of Audience  
Development & Research at Watt Global Media;  
Jamie Archibald, Audience Expert &  
Rob Keenan, President of Keenan Media**

Discover valuable insights on overcoming tech  
hurdles in email marketing strategies as  
technology plays an increasingly crucial role in  
audience development.

### **3:30 pm - Networking & Cocktail Reception**

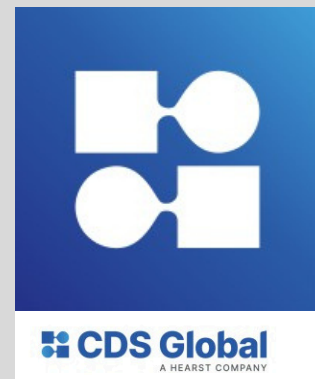




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**Thank you all for attending &  
participating!**

**See you next year!**

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