



**gds** SUMMITS

# Portfolio

2024

Reimagined, blended  
digital + physical experiences



## IT'S TIME

# Reaffirm, renew and rebuild relationships to **accelerate your pipeline.**

With the ever-present focus of driving business growth, senior leaders want to achieve quicker time-to-revenue through **immersive, hyper-engaging event experiences.**

## 64%

Senior execs want quick wins with **64%** of budgets allocated to short-term goals – esp. next 6 months

## 66%

**66%** of senior execs are experimenting with new channels and activities that create attributable ROI

## 90%

**90%** of senior execs are prioritizing events as part of their 2024 marketing strategy with **44%** stating that they are only investing budget for in-person events



## OUR EVOLUTION

# Achieving measurable business value for our partners and attendees.

Our expertise in reaching senior decision makers and matching their needs with the right solutions – alongside our proven ability to deliver immersive, engaging learning opportunities – makes us perfectly placed to deliver both digital and physical experiences to accelerate your pipeline growth.

**Our mission is accelerating your pipeline growth.**

# 6,499

GDS event experiences delivered with a mix of digital and in-person

# 43,953

Senior executives attending our event experiences

# 87%

87% conversion rate of qualified leads into 1:1 follow-up meetings enables us to deliver trackable outcomes with consistent, scalable and measurable results for our partners

## WHY NOW?

# Building on the success of 3 years of **incredible digital innovation.**

We're leaders in digital, pipeline generation through our audience engagement platforms.

Our passion to evolve our industry leading offerings continues to deliver meaningful and productive interactions which our partners' demand. Now it's time to start a new journey, together.

**We're continually redefining the benchmarks  
for what immersive event experiences look like**

### GDS Summits NPS



8.84 / 10 Senior executives  
recommend GDS Summits



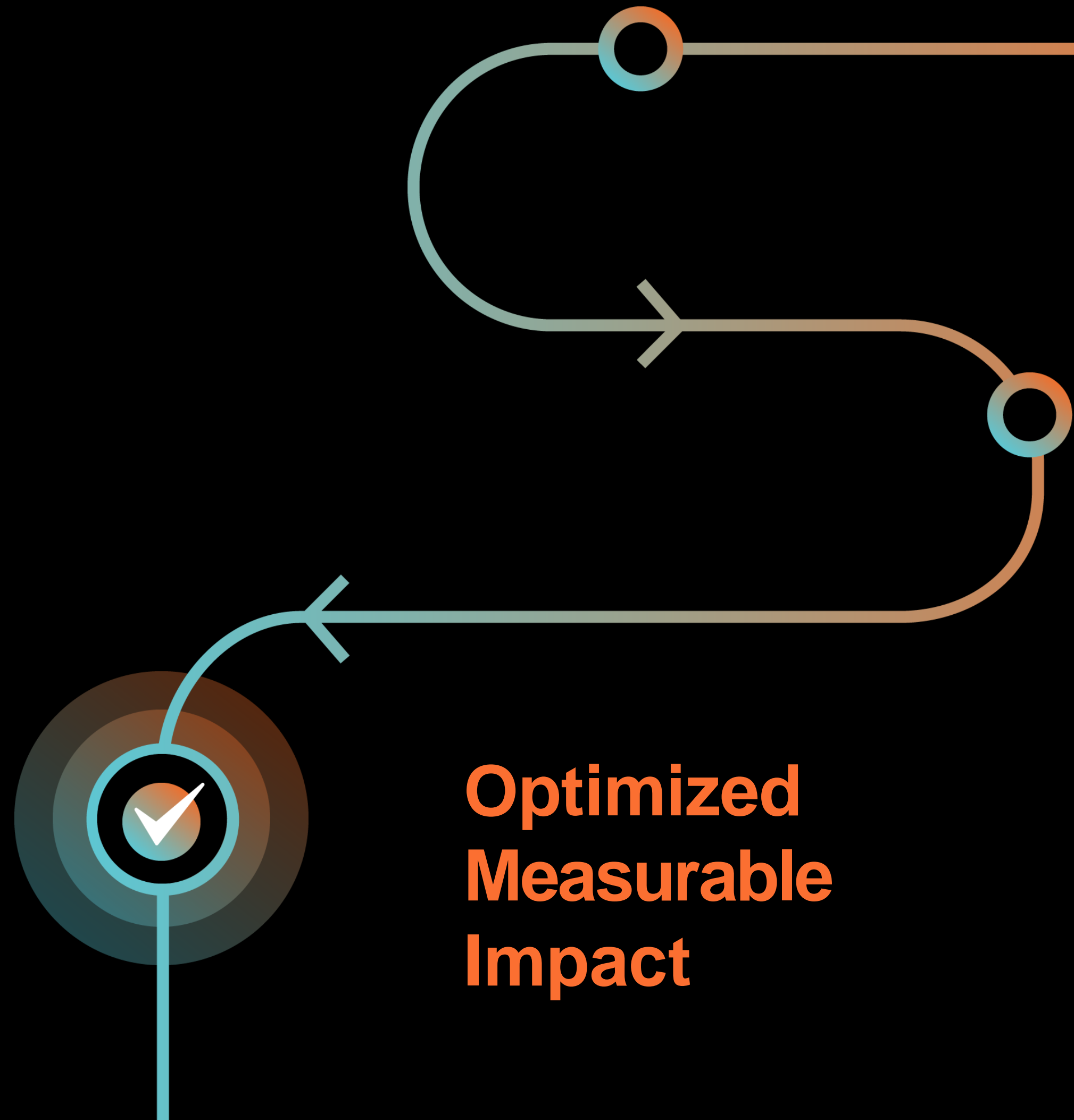
## BLENDED APPROACH

# The future is blended

There is a key role for both digital and physical events.

Digital and physical events each serve a unique purpose, and a blended approach is the optimal way to harness every pipeline opportunity

And we're excited to explore what these complementary experiences can do for your pipeline growth as we step into the future.



## BEST OF BOTH

**Digital experiences provide,  
reach, scale and speed, while physical  
experiences deepen and develop  
relationships.**

Achieving the best outcomes from each model comes through recognizing their unique advantages, and how to blend them together to maximize pipeline generation.



## BLENDED ADVANTAGE

**Attributable  
business benefits  
with a powerful  
blend of digital +  
physical.**

## GDS Summit Portfolio attributed pipeline

- Pipeline generation
- Trackable + attributable ROI
- Access to target audiences
- Pre-qualified prospects

- Pre-scheduled 1:1 follow-ups
- Immersive hyper-engagement
- Analytics and real-time insights



### Digital Summit advantages

- Rapid time-to-market
- Scalability
- Global reach
- On-demand content access
- Convenience and accessibility
- Sustainable approach

### Physical Summit advantages

- Extensive networking with business leaders + solution providers
- Deepen and develop lasting relationships



BLEND

Digital Transformation

CIO

CIO Insight (Atlanta - NA)	20 – 21 Feb
CIO Insight (Barcelona - Europe)	17 – 18 Apr
CIO Insight (NA)	11 – 13 Jun
CIO Insight (NA)	10 – 11 Sep
CIO Insight (Europe)	05 – 07 Nov
CIO Insight (NA)	12 – 14 Nov

Data & Analytics

Data & Analytics Insight (Atlanta - NA)	04 – 05 Apr
Data & Analytics Insight (NA)	25 – 27 Jun
Data & Analytics Insight (NA)	22 – 23 Oct

Digital Innovation

Digital Innovation Insight (St Louis - NA)	13 – 14 Mar
Digital Innovation Insight (NA)	09 – 11 Jul
Digital Innovation Insight (NA)	03 – 04 Dec

Security

Security Insight (Atlanta - NA)	21 – 22 Feb
Security Insight (Barcelona - Europe)	19 – 20 Mar
Security Insight (NA)	14 – 16 May
Security Insight (Europe)	18 – 20 Jun
Security Insight (NA)	24 – 25 Sep
Security Insight (Europe)	08 – 09 Oct
Security Insight (NA)	03 – 05 Dec

Industry focus

Banking

NG Banking Innovation (Atlanta - NA)	08 – 09 May
NG Banking Innovation (NA)	12 – 14 Nov

Healthcare

NG Healthcare (Atlanta - NA)	26 – 27 Mar
NG Healthcare (NA)	18 – 20 Jun
NG Healthcare (NA)	29 – 30 Oct

Retail

NG Retail (St Louis - NA)	05 – 06 Mar
NG Retail (NA)	11 – 13 Jun
NG Retail (NA)	17 – 18 Sep

Public Sector

NG Digital Government (NA)	12 – 14 Mar
NG Digital Government (NA)	22 – 24 Oct

Customer focus

CMO

CMO Insight (Atlanta - NA)	03 – 04 Apr
CMO Digital (Barcelona - Europe)	16 – 17 Apr
CMO Insight (NA)	25 – 27 Jun
CMO Digital (Europe)	10 – 12 Sep
CMO Insight (NA)	04 – 05 Dec

CX

CX Innovation (St Louis - NA)	12 – 13 Mar
CX Innovation (NA)	21 – 23 May
CX Innovation (NA)	18 – 19 Sep
CX Innovation (NA)	19 – 21 Nov

RevGen

RevGen Insight (Atlanta - NA)	17 – 18 Apr
RevGen Insight (NA)	05 – 06 Nov

Business operations

CHRO

CHRO (Atlanta -NA)	16 – 17 Apr
CHRO (NA)	16 – 18 Jul
CHRO (NA)	06 – 07 Nov

Manufacturing

NG Manufacturing (Atlanta - NA)	07 – 08 May
NG Manufacturing (NA)	19 – 21 Nov

Supply Chain

Supply Chain Insight (St Louis – NA)	06 – 07 Mar
Supply Chain Insight (NA)	29 – 31 Oct

Digital Summits



Physical Summits



- The Whitley, Atlanta, GA, USA
- The Ritz-Carlton, St Louis, MO, USA
- InterContinental, Houston, TX, USA
- InterContinental, Barcelona, Spain



# New for 2024

Our reimagined physical summits will have a new look and feel in 2024.

High-production values with front-row access to cutting-edge content delivery. Unrivalled opportunities for both formal and informal networking.

All with a community of senior executives who are at the forefront of driving transformational change – both within their business, and across the wider industry.



PHYSICAL SUMMIT

Optimized 2-day program

Our bespoke, 2-day program minimizes the amount of time senior leaders need to spend out of the office, whilst maximizing opportunities for learning and deepening relationships.

Whether it's industry leading keynotes, lively panel debates, interactive roundtables or tailored one-to-one meetings – alongside a host of informal networking opportunities – there's relevance, impact and valuable outcomes for everyone.

DAY 1

12.00  
Registration + Networking Lunch

1.00  
Welcome + Opening Keynotes

2.00  
Panel Discussion

3.00  
Roundtable Session

4.00  
1:1 Meetings

7.30  
Cocktail Reception

8:00  
Gala Networking Dinner + Keynote

DAY 2

7.00  
Breakfast

7.45  
Breakfast Panel Discussion

8.25  
Day 2 Keynote

9.00  
1:1 Meetings

12.00  
Closing Keynote

1.00  
Networking Lunch

1.45  
1:1 Meetings

2.45  
Day 2 Close and journey home



**INFLUENCE SCOPE + SCALE**

**Visionary speakers**



**Andrew Murphy**  
Group Chief  
Operating Officer  
John Lewis Partnership



**Kim Macaulay**  
Chief Information and  
Data Officer IATA



**Sofia Henrandez**  
Global Head of Business  
Marketing TikTok



**Josh Luber**  
Founder and CEO  
StockX



**Elaine Montilla**  
Chief Technology  
Officer  
Pearson



**Joe Sullivan**  
Former CISO  
Cloudflare, Facebook,  
Uber



**Barry Parkin**  
Chief Procurement and  
Sustainability Officer Mars



**Jane Datta**  
Human Capital Leader  
NASA



**Stuart Wagner**  
Chief Digital  
Transformation Officer  
United States Air Force





INFLUENCE SCOPE + SCALE

Senior executive network

**Pearson** Chief Data Officer  
**Thomson Reuters** VP, Enterprise Architecture  
**Vitality** Group COO  
**Macy's** Director, Enterprise Cloud Platform  
**NHS** Head of Digital, Development  
**HSBC** Director, Cloud  
**Centene Corporation** VP, CISO Healthcare Enterprises  
**Trustmark National Bank** Executive Director, Call Center **S&P**  
**Global** Data Engineering Director, Architecture **Ralph Lauren**  
SVP, Sales  
**BNP Paribas** Chief Operating Officer  
**General Motors** Director, Customer Experience  
**Continental** CIO, North America  
**TUI Group** Head of Network Security  
**TransUnion** Vice President, Intelligent Automation **CIBC**  
Senior Director, Business Architecture **ASOS.com**  
Director, Supply Chain Development  
**U.S. Bank** SVP, Enterprise Strategy  
**Adidas** IT Director - Global Distribution  
**Bupa** Chief Risk and Sustainability Officer  
**US Army Reserve Command** CISO  
**CVS Health** Executive Director - Data Science & Care Delivery  
**Lacoste** Director, Digital  
**Unicef** Chief Data Officer **Citi**  
SVP, Transformation  
**Access Bank** Chief Customer Officer  
**Burberry** Global Commercial Strategy Director  
**Deutsche Bank** Managing Director - Global Head of Data and Analytics Technology  
**Barclays** Vice President of Operations Risk, Data and Records  
**Manulife** Group Vice President, Advanced Analytics **AB**  
**InBev** Global Director, Technology Transformation  
**iHeartMedia** Chief Information Security Officer  
**Blue Shield of California** Vice President, Customer Experience

**Booking.com** Global Head of Identity and Access Management  
**Pet Supplies Plus** Director, Warehouse Operations  
**RBC** Director of Infrastructure Innovation  
**Federal Government of Canada** Chief Information Officer  
**GSK** Senior Director, Customer Experience Analytics and Optimization  
**BNY Mellon** Director Of Technology  
**Bacardi** IT Director of Operations - Global Tech Support & Primo Experience  
**Cisco Systems, Inc.** Director, Customer Success  
**Northern Trust** Vice President - IT & Service Delivery  
**Evergy** Chief Supply Chain Officer  
**Luxottica Group** VP Supply Chain  
**General Motors** Director, Supply Chain Resilience  
**TE Connectivity** SVP & Chief Tax Officer  
**BJ's Wholesale Club** Director, Commodities & Strategic Procurement  
**NBCUniversal** Vice President, Enterprise & Production Technology **Camping**  
**World** Vice President of Product  
**Pfizer** Senior Director, Machine Learning & AI Lead **Walmart**  
**Canada** Senior Director, Digital Experience **HSBC** Chief  
Data Officer, HSBC UK  
**AT&T** Director, Technology Development  
**Staples** Chief Information Security Officer  
**Honeywell** CFO  
**Volvo Car Group** Director, Cloud Center of Excellence  
**Optum** Senior Director, Talent Acquisition **Prudential**  
**Financial** Chief Marketing Officer  
**PepsiCo** Director, Enterprise Data Operations  
**PUMA Group** Head of Ecommerce, EMEA  
**Thermo Fisher Scientific** Transformation Director, Customer Experience  
**Marks & Spencer** Head of Technology, Cloud & Infrastructure  
**Crocs** Director, Global Product  
**BJC HealthCare** Director, Data Architecture & Engineering  
**Airbus** VP, Creative & Digital Marketing  
**Transcom** Global CISO

**Bupa Group** Chief Information Security Officer  
**Tommy Hilfiger** Vice President, Product Strategy & Transformation  
**Macy's** Senior VP, Enterprise Data Analytics & Technology  
**Ameris Bank** Senior Vice President, Diversity and Inclusion Officer **State**  
**Street Corporation** VP, Digital Experience Product **Comcast** Director  
of Cloud Platform Engineering  
**Foot Locker** Vice President, Marketing  
**Wells Fargo** Global Head, Enterprise Data Platform  
**OhioHealth** Director, Head of Enterprise Architecture  
**Aramark** Vice President, Human Resources  
**Walgreens Boots** Alliance Senior Director, Data Architecture & Data Platform  
**Gilead** Senior Director, Information Technology  
**ADP** Senior Director, Operations & Strategy  
**The Estée Lauder Companies** Executive Director, Enterprise Risk Management  
**Pitney Bowes** Senior Director, Data Development  
**MetLife** Director, Information Technology  
**Luxottica Group** Senior Director, Information Technology  
**Biogen** Director, Network Services  
**Optum** Senior Director, Solution Architecture  
**Canada Life** Vice President, Digital Operations & Planning  
**IKEA** Director, Supply Chain Development and Transformation **Nu**  
**Skin** Global Vice President, Marketing  
**The Coca-Cola Company** Managing Director, Logistics & Distribution  
**Adidas** Global Senior Director, Product Marketing  
**Abercrombie & Fitch** Senior Director, Corporate Enterprise Applications **CVS**  
**Health** Executive Director, Marketing  
**Merck** Director, Information Risk Management and Security  
**LifePoint Health** Chief Innovation Officer  
**PANDORA** Global CISO  
**Capital One** Senior Director, Technology  
**HCA Healthcare** Director Of Technical Services  
**Johnson & Johnson** Sr Finance Director, Global R&D Operations  
**Zalando** Director, Data Analytics



ROX UNIQUES

1 Faster time to buyer accelerates sales cycles

From our extensive industry network, we acquire and pre-qualify “in-market” senior decision makers to match your solutions and schedule meaningful meetings.

OUTCOME

Pipeline generation

- + Right people
- + Right time
- + Right room

2 Unique intent data connects real-time sales opportunities

Content and unique insights from our GDS experiences and primary research, supports senior execs with their data-based decision making to help solve real business challenges.

OUTCOME

Accelerate decisions

Real-time data + real-life insights create accelerated decision making to drive faster time-to-revenue

3 Experiential + immersive environments create lasting connections

Unsurpassed, exciting experiences using our own gamified tech platforms in both digital and physical environments, increases engagement, learning and connection.

OUTCOME

Elevate brand

Exciting, engaging and memorable shared experiences deepen relationships and elevate your brand



## ROX OUTCOMES

The GDS Summit Portfolio connects target audiences within immersive experiences, sharing unique insights and pioneering pipeline services to drive a higher **ROX: return on eXpectation | eXpertise | eXperience.**

**Multi-touch  
pipeline  
generation**

## BEFORE THE SUMMIT

**SPP:** Completing your Solution Provider Profile showcases your profile, solutions and USPs to engage more senior executives.

**EPP:** Executive Project Profiles are matched to your solutions so you can see their “top of mind” projects and challenges to schedule meaningful 1:1s..

## DURING THE SUMMIT

**Networking:** Opportunities throughout the experience to network with senior executives in your 1:1 meetings, roundtables and business social events.

**Brand impact:** Elevate your brand impact, expertise and thought leadership with being center stage for keynote addresses and panel discussions.

## AFTER THE SUMMIT

**Campaign report:** Armed with the full details of prospects and their project details will help to progress your sales pipeline and attributable ROI.

**GDS Explore:** Join to unlock unique insights, strategies, and analysis plus wisdom from innovative business leaders to sharpen your competitive edge.

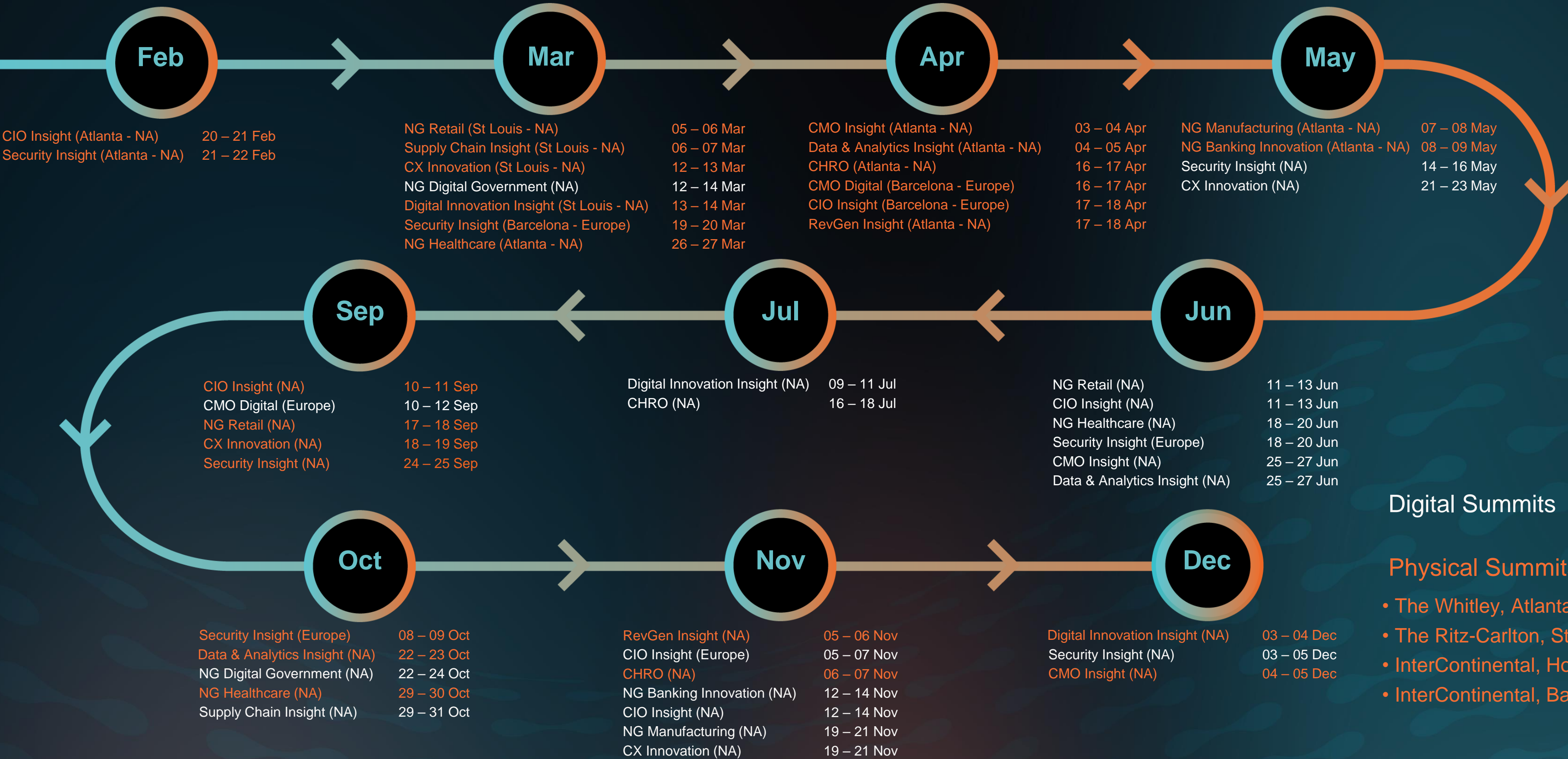


# YOUR ROUTE TO PIPELINE





BLENDDED SCHEDULE 2024



Digital Summits

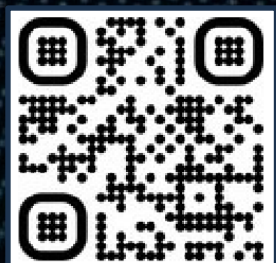
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# gds

It's time to **reimagine**  
your pipeline generation



Outpace the speed  
of change



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[Strategy for Breakfast](#)



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