CONTENT MANAGEMENT ROUNDTABLE

OCTOBER 19 | BOSTON



8:00 AM — **Registration & Continental Breakfast**

8:30 AM — **Welcome, Opening Remarks & Introductions**
Kimber Lintz | Executive Director | *IMEA*

9:00 AM — **Escaping the Sea of Sameness: How Asset Managers Can Create Differentiated Content and True Thought Leadership in the Age of AI**
AI has unlocked unprecedented levels of content production—while making it harder for asset managers to publish distinct insights that showcase their unique expertise. Drawing on his team's experience helping asset managers integrate AI into their writing processes, Scott will discuss five common mistakes marketing teams make and practical ways to harness AI's efficiency benefits without sacrificing the human judgment and differentiated perspective that are the essence of effective content.
Scott Wentworth | Chief Executive Officer | *Wentworth Financial Communications*

9:30 AM — **Executive Roundtable Discussions**
These candid, interactive conversations will provide a unique forum for leaders in content management to take deep dives into top-of-mind issues in this critical business area.

The Role of AI in Content Management
- Platforms & Tools
- Uses & Limitations

Discussion Leaders:
Marcela Holder | Vice President Investment Communications | *American Century Investments*
Wylie Kain | Vice President, Head of Brand Marketing | *American Century Investments*

10:30 AM — **Break**

10:45 AM — **KPIs that Matter**
- Measurements & Metrics
- SEO

Discussion Leader:
Michelle Trehy | Vice President & Marketing Manager | *GW&K Investment Management*

11:45 AM — **Networking & Box Lunch**

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12:00 PM

Content Organization: Sourcing, Developing, Planning & Scheduling Investment Insights
- Determining What Content is Executed
- Content Sources

Discussion Leader: **Chris Davis** | Managing Director, Head of Investment Communications | ***Nuveen***

1:00 PM

Open Discussion
A chance for participants to ask targeted questions of their peers, brainstorm possible solutions for the day's agenda topics, and identify best practices.

1:30 PM

Adjourn

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