

# 2024 Executive Summary

## Thank you, from the Conference Chair

Thank you for joining us at Gartner Marketing Symposium/Xpo™ 2024. What an incredible experience to be together in Denver.

From connecting with your peers, to discovering the latest insights from Gartner Experts and being inspired by visionary leaders, we hope you feel empowered to thrive in this environment and prepared to lead marketing through disruption’s next wave.

Thank you again for your time. Your participation means so much to us. We look forward to seeing you at Gartner Marketing Symposium/Xpo™ 2025.

Sincerely,  
Brianna Lux  
Conference Chair and Director, Advisory, Gartner



Click here to select your **personalized pathway** with resources to support your mission-critical priorities.

## Top takeaways

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**Lead through marketing’s next wave of disruption**

A greater transformation is needed than responding to disruption and scrutiny by tweaking people, processes, and technologies in the marketing function to continue to deliver campaigns and insights. As you face this wave of *convergent disruption*, you must shift from continual *adapt to deliver* to *designed to direct disruption*.

**Gartner Opening Keynote: Building the Marketing Function of Tomorrow: From Delivery to Directing Disruption**

"The marketing function of today is designed to adapt to deliver. The marketing function of tomorrow will direct disruption."

Matt Moorut, Sr Director Analyst, Gartner
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**Build the marketing function of tomorrow**

The future of the marketing function will be a *designed to direct disruption* model, with three essential elements: As AI transforms from tool to actor, you must intentionally design your teams to co-exist with AI; you must become more selective about cross-functional collaboration; and you must recast classic marketing capabilities as organizational growth drivers.

**Gartner Opening Keynote: Building the Marketing Function of Tomorrow: From Delivery to Directing Disruption**

"Despite significant changes, marketing is seen largely as a cost center. The time has come for marketing to *stop* retrofitting and to *create something new*."

Kristina LaRocca-Cerrone, Sr Director, Advisory, Gartner
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**Prioritize productivity and recalibrate spending**

During this year of opportunity and challenge, CEOs are hungry for growth, and you must prioritize productivity and recalibrate spending to overcome suppressed budgets. Reacquaint yourself with your target audiences and maintain sharp-focus on journey value and channel measurement across all stages. Use Gartner’s CMO Spend Survey to adapt strategic commitments in this *era of less*.

**Signature Series: Key Insights From 2024 Gartner CMO Spend Survey**

"Benchmarks are an essential part of any marketing strategy. Gartner’s CMO Spend Survey has been the go-to resource for CMOs for more than a decade."

Ewan McIntyre, VP Analyst, Gartner
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**Learn from the best digital marketing brands**

Learn from the strategies underpinning the performance of the top digital marketing brands. Rather than replicating the tactics, emulate the fundamentals these brands have perfected. Develop strong brand governance to enable activation at pace, invest in talent to unlock productivity using technology, and relentlessly prioritize customer touchpoints to deliver differentiated experiences.

**Signature Series: In the Company of Genius: Learnings From the Best Digital Marketing Brands**

"Best-in-class digital marketing is a moving target, but can be achieved by a strong focus on the fundamentals."

Matt Moorut, Sr Director Analyst, Gartner
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**Reduce collaboration drag**

To make cross-functional projects easier for your teams, and to deliver better profit and growth to your organization, you must invest in developing your talent and improving your workflows and processes. This will help to reduce *collaboration drag* (reported by 84% of marketing leaders), as executive alignment isn’t enough to solve the challenge.

**Signature Series: Breaking Through Dysfunctional Collaboration to Drive Growth**

"Developing marketing’s own talent and processes will equip CMOs and their teams to thrive in complex cross-functional environments."

Kristina LaRocca-Cerrone, Sr Director, Advisory, Gartner
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**Successfully harness GenAI**

Successfully harness the disruptive power of Generative AI by collaboratively identifying and securing the right partnerships and optimum use cases across your organization. During this year of GenAI implementation, you must become a catalyst to accelerate productivity and drive growth, so focus on how GenAI can support your strategy and take action across data, technology, and talent.

**Generative AI and the C-Suite: Educate, Inspire and Activate**

"CMOs must embrace GenAI’s potential to impact their business and teams. Understand adoption, and take action across data, technology, and talent."

Nicole Greene, VP Analyst, Gartner
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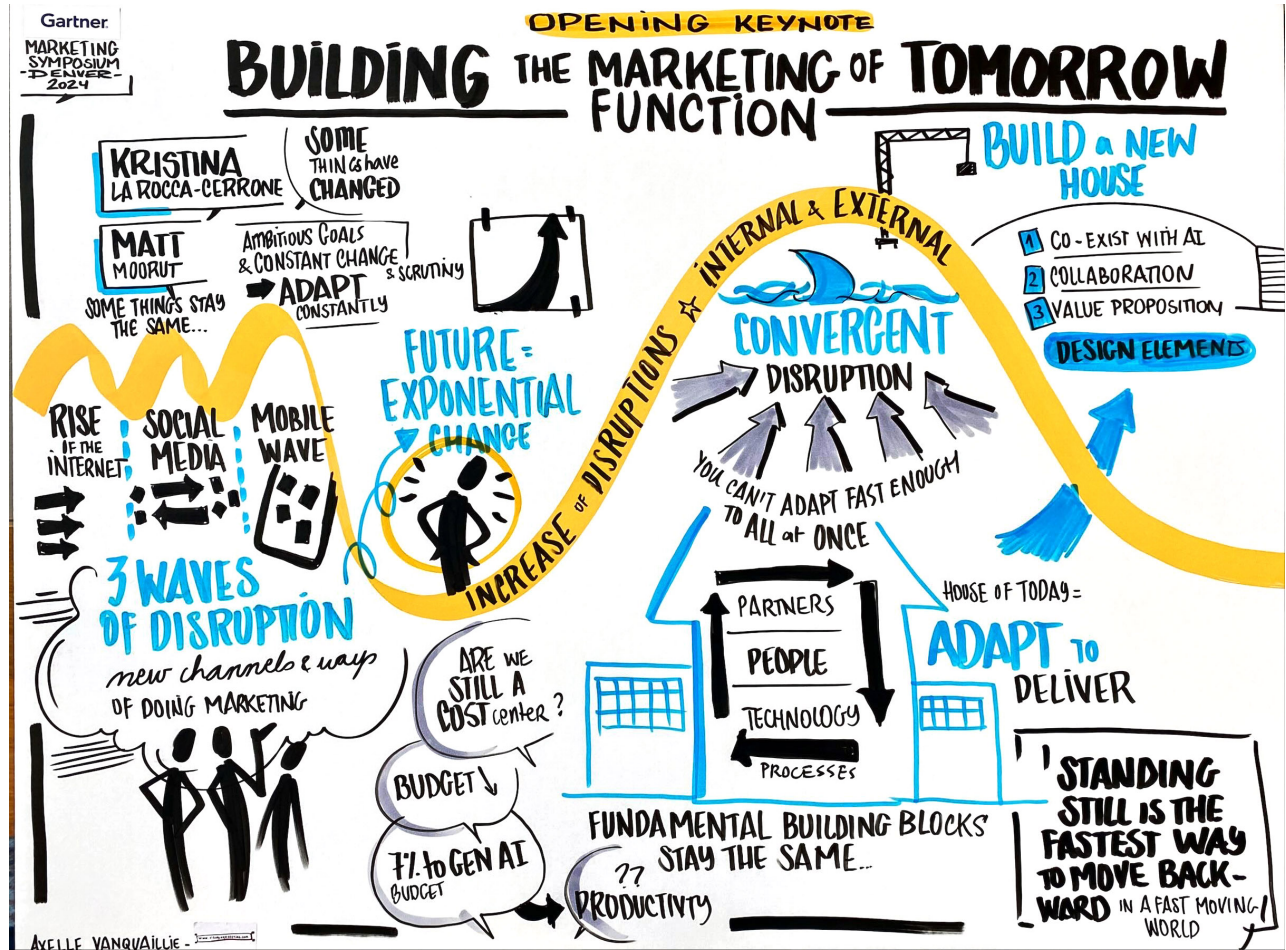
**Implement a strong corporate narrative**

Develop and activate a strong corporate narrative to advance your company’s business evolution and to increase your perceived value within the organization. To drive business transformation and strategy alignment, you must use brand and narrative strategies as critical tools while iteratively seeking feedback on concise messaging and frameworks to secure productive cross-functional collaboration.

**Driving Business Impact With Corporate Narrative**

"Nearly all companies are evolving for future success. You have the opportunity to bring audiences on this journey - increasing revenue and the perception of marketing as a critical partner."

Dorian Cundick, VP, Advisory, Gartner



Relive the keynotes and other sessions with [session storyboard animation](#) from artist Axelle Vanquaille.

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