
Speaking.

Working sessions, not keynotes. Each one is built to be used rather than watched, and the audience leaves with a diagnostic they can run on Monday.

EXECUTIVE SESSION · 45 MINUTES · EXECUTIVE AUDIENCES AND BOARDS

Better Marketing Begins With Better Decisions

Why marketing organizations with more data than any generation before them are less certain than ever, and the structural change that resolves it.

- Where certainty is actually lost, and why more reporting does not recover it
- The three questions that expose a decision layer, and the four failure modes they surface
- What an executive can ask on Monday to find out where their own organization sits

WORKSHOP · HALF DAY · LEADERSHIP TEAMS, EIGHT TO TWENTY PEOPLE

Building the Decision Layer

A working session with a leadership team: run the three-question diagnostic, map the failure modes, leave with a governing Brand Profile in draft.

- The diagnostic run live on the room, with results read back the same day
- The five stages mapped against how the organization actually works now
- A Brand Profile in draft, which is the document everything downstream inherits

BRIEFING · 30 MINUTES · INDUSTRY AND ASSOCIATION AUDIENCES

Governing AI Before It Governs You

Why AI governance in marketing is an input problem, what a governing document must contain, and where human accountability has to sit.

- Why review at the end of the process cannot scale and never could
 - What a governing document has to contain to be worth writing
 - Where accountability sits when the output is generated
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Requirements and terms

Format	Working sessions rather than keynotes. Each one is built to be used, not watched. The audience leaves with a diagnostic they can run on Monday.
Audience	Boards, executive teams, marketing leadership, and industry or association audiences.
Delivery	In person or remote. Remote sessions are delivered live, never pre-recorded.
Technical	Presenter display with confidence monitor, wireless lavalier or headset, 16:9 at 1920 by 1080. For the workshop: a room that can be reconfigured into small groups, one wall of writable surface, and a printer or a way to distribute one page to every attendee.
Materials	Slides are sent to the organizer at least five business days ahead. The attendee handout may be reproduced and distributed freely by the host.
Recording	Recording is permitted for the host's internal use and for the event archive. Public distribution of the full session is agreed in advance.
Travel	Departing Atlanta, Georgia.
Booking	press@dondodds.com. Reply within two business days.

Introduction, to be read from the stage

Don Dodds is a marketing technologist and strategist and the founder of M16 Marketing®. He introduced PIEARM™ in 2015 to eliminate random acts of marketing, and it is now the architecture of his proprietary Marketing Operating System. He has written for the Forbes Agency Council since 2020.

Questions worth asking

Suggestions for an interview or a podcast, not a script. Nothing here is off limits and nothing needs to be approved in advance.

- Companies have more marketing data than any generation before them and less certainty. Why?
- You call yourself a technologist rather than a strategist first. What made you cross over?
- You introduced PIEARM in 2015 to eliminate random acts of marketing. What was actually going wrong?
- The Marketing Decision Delta scores the distance between four leaders' answers. What does a high number actually look like inside a company?

- What is a marketing operating system, and how is it different from the software a company already owns?
- The Marketing Decision Delta asks four leaders in one company the same three questions. What does the distance between their answers tell you?
- You say the way to control what AI writes is to control what it reads. What does that mean for a team already using generative tools?
- You have called several shifts early, going back to the Yellow Pages. What are you seeing now that the market has not agreed to look at yet?
- What is the first thing a marketing leader should do differently on Monday?