

An abstract, colorful background featuring a large black circle in the center. The background is composed of various colors including teal, orange, yellow, blue, and red, with a textured, painterly appearance. The black circle contains the text 'TED2025', 'Humanity Reimagined', and 'Vancouver, BC'.

TED2025

April 7–11, 2025

Humanity Reimagined

Vancouver, BC

The CMO Track

IN PARTNERSHIP WITH

BCG



About

TED2025

A TED experience is the catalyst for boundless curiosity, fostering a sense of awe, wonder and growth that leads to new possibilities. Each year, the world's brightest minds convene for a premium five-day experience with more than 80 talks, interviews, debates, workshops, interactive exhibits, hosted dinners, parties and deep “what if” conversations.

The program and the audience are curated to bring together differing perspectives from all fields, encouraging a cross-fertilization of ideas and inspiration from unexpected sources. Through this immersive experience, individuals emerge excited to make a positive change in the world.

*Humanity
Reimagined*

AI is gaining in power at an astonishing pace, prompting a question that is both alarming and illuminating: what are humans for? At TED2025, we'll convene those who can show what human flourishing might look like in the years ahead, whether enabled by AI's superpowers, revolutionary biological technology or new visions of human creativity, kindness and connection.



The CMO Track

IN PARTNERSHIP WITH



Introducing an invite-only, expertly curated experience for C-Suite leaders at TED's wonderland of intellect and inspiration, featuring closed-door workshops, networking and special experiences across April 7-9, the core CMO track dates of the five-day TED2025 experience.

Join a hand-selected group of Chief Marketing Officers at the CMO Executive Track at TED2025.

**Impact your organization
and the world at large**

**Collaborate with
cutting-edge thinkers**

**Radically
innovate**

**Elevate your
thought leadership**

**Gain a new perspective
for work and life**

Reimagining the CMO

We won't overcome today's challenges with traditional ideas or expected thinking.

The role of the CMO is evolving at record speed and increasingly you are the center of growth, strategy and innovation. With bold action, you can enable your organization to have immense impact.

Are you, as CMO, ready to harness the power of your brand in order to shape a better future?

Join some of the world's greatest innovators and change makers to expand your vision, reimagine your boundaries and give voice to ideas that matter.



CMO Track overview



April 7



April 8



April 9



April 10-11

TED 2025

CMO Track

Dedicated CMO Workshop

Executive Reception
(all C-Suite Tracks)

CMO Dinner
hosted by BCG

Dedicated CMO Workshop

Dedicated
Discovery Sessions

Special CMO invitations
to curated experiences

Dedicated
Discovery Sessions

Special CMO invitations
to curated experiences

CMO Workshop themes

THE CMO

*Reflecting and reimagining the
role and power of the CMO*

STEWARDSHIP

*Stewards for positive impact
and radical innovation*

CROSSROADS

*At the intersection of humanity
+ technology + connections*



Attend

Your TED Membership

You've been selected to attend the inaugural CMO Track at TED2025 and your application will be fast-tracked.

Your CMO Track attendance is made available for \$6,250. TED is a mission-driven non-profit supported by the generosity of our partners and community. (50% off the standard TED2025 conference membership.)

Your invitation is non-transferable and seats are reserved on a first come, first serve basis.

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Join CMOs from...



Register

To confirm your participation, email hilary@ted.com to claim your invite

Nominate

To nominate a fellow CMO to join this year's inaugural CMO track email katharina.pesch@ted.com

Collaborate

For collaboration ideas, questions and further insight email katharina.pesch@ted.com

Ideas change everything.



Chris Anderson, Monique Ruff-Bell and Helen Walters, TED2024

History & impact

TED began in 1984 as a conference where Technology, Entertainment and Design converged. Under the leadership of Chris Anderson, TED became a non-profit platform for the world's most influential and inspiring ideas.

TED is more than just the famous talks. It's a dynamic organization that champions a variety of programs and initiatives that drive positive change in the world. When you attend a TED Conference you're directly supporting initiatives like TEDx, the Audacious Project, TED-Ed, TED Fellows and many others that empower and inspire our global audience.

3 in 5

TED attendees are senior leaders (C-Suite, President, Founders, EVP, SVP, VP, Partner)

85+

Countries represented

2,700+

Speakers since 1984

28B+

Views of TED Talks to date

370M+

Monthly video views across all platforms

44,000+

TEDx events in 200+ countries



“
A ONCE-IN-A-LIFETIME,
TRANSFORMATIVE
EXPERIENCE. THE
GREATEST MINDS IN AN
OPEN, EGO-LESS
FORUM. I LEARNED SO
MUCH AND FEEL
INSPIRED TO BE A
BETTER HUMAN.