Press Releases

MarketingSherpa Email Summit 2015, The Original Research-based Email Marketing Conference, Set for Feb. 23 – 26 in Las Vegas

Keynote Speakers include Stephen Dubner, author of Freakonmics; Jonah Berger, author of Contagious; Jose Palomino; Flint McGlaughlin

NEW YORK, November 18, 2014 – Registration is now open for the 10th annual MarketingSherpaEmail Summit 2015, being held Feb. 23 – 26, 2015 at the ARIA Resort and Casino in Las Vegas.

The Email Summit is the original research-based conference serving the email marketing community. Participants from around the globe learn from some of today's leading marketers from organizations including Acxiom, CNET, Dun & Bradstreet, Emfluence, LinkedIn, RedPill Email, and The Wharton School.

Featured speakers for Email Summit 2015 include:

- **Stephen J. Dubner,** an award-winning author, journalist, and radio and TV personality. He is best known as co-author of the books *Freakonomics*, *SuperFreakonomics* and *Think Like a Freak*. Dubner is also the host of the Freakonomics Radio podcast.
- **Jonah Berger,** marketing professor at The Wharton School. He is also the author of the recent *New York Times* and *Wall Street Journal* bestseller, *Contagious: Why Things Catch On*. Berger has spent the last decade studying how social influence works and how it drives products and ideas to catch on.
- **Jose Palomino,** president of Value Prop Interactive and the author of the very well-received book, *Value Prop*. He has a strong track record of success working with business owners, mid-market CEOs and Fortune 1000 marketing teams who want to take ideas, products and services to market with greater consistency, speed and impact.

- **Flint McGlaughlin**, managing director and CEO of MECLABS, the parent company of MarketingSherpa. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK); as the chairman of the board of Governors for St. Stephen's University; and as a trustee for Westminster Theological Centre. His primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.

Sessions focus on a broad range of email marketing issues including list growth tactics, messaging and deliverability. The four-day event includes two days of workshops and two days of speaker presentations, case studies, breakouts and keynote addresses.

"At MarketingSherpa, we keep trying to learn the most effective way to combine research and science with a tactical practitioner focus, that allows Email Summit attendees to take the research and apply it right back in their own companies and to their own problems." said Flint McGlaughlin, managing director and CEO of MECLABS.

Early bird registration rates are now in effect; marketers have been visiting theEmail Summit registration page for more information and to sign-up. A limited number of sponsor, exhibitor packages and media sponsorships are available; visit the Email Summit sponsorship page for more information.

Sponsors for Email Summit 2015 include Oracle Marketing Cloud, Maropost, StrongView, Yesmail, Listrak, Adestra, Silverpop, Message Systems, TowerData, TailoredMail, StrikeIron, Litmus and RealTime Email.

Founded in 1997 and based in Jacksonville, Florida, MECLABS is a research institute with two publishing subsidiaries – MarketingExperiments and MarketingSherpa – which conduct experiments and provide insights to the marketing community.

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