

MarketingSherpa Summit 2016 Expands to Encompass All Digital Marketing Channels

Marketers to present success stories across major digital marketing disciplines; Early bird registration discount of \$800 available until September 10

JACKSONVILLE, Fla., June 29, 2015 /PRNewswire/ -- A newly expanded [MarketingSherpa Summit 2016](#), bringing the best practices in digital marketing programs to a broad spectrum of global marketing leaders and practitioners, is set for Feb. 22 – 24, 2016.

The 2016 event, built on the successful roots of the MarketingSherpa Email Summit, will be held at the Bellagio Hotel and Casino in Las Vegas. MarketingSherpa Summit 2016 will showcase some of the most successful digital marketing campaigns in email marketing, mobile, social media, list management and advertising. Summit will highlight award-winning case studies presented by brand-side marketers. There will be additional break-out sessions that offer tips and advice from brand-side marketers as well as networking opportunities to exchange experiences.

"We enlarged the scope of MarketingSherpa Summit 2016 in response to attendee and sponsor input. This year's event will offer the email focus MarketingSherpa is known for; however, marketers have told us they no longer have the luxury to invest in only one channel. After all, the customer doesn't think of its interactions with marketers' brands through only one channel. So we're growing this event to help brand-side marketers create a cohesive experience with their brands across channels. And we're presenting with the same editorial rigor Email Summit has delivered for the past 10 years — we are focused on helping successful marketers share their stories with their peers," Daniel Burstein, director of editorial content, MarketingSherpa, said.

"Our 2016 Summit will raise the bar for digital marketers who are seeking to connect with their peers and share valuable insights and experiences. By expanding Email Summit's scope to include key elements of digital marketing, we are now able to bring together customer-first organizations using broader digital marketing tactics from B2B, B2C and nonprofit brands who will share their stories on the stage, along with agencies, thought leaders and innovative suppliers in the exhibit hall."

There will be topical breakouts covering email, channels and industry perspectives as well as roundtables that foster discussions:

- **Email marketing** sessions will focus on list management, segmentation, cleansing and creative
- **Channel** sessions will cover social media, mobile and other aspects of digital marketing
- **Industry perspective** will be presented by agency and vendor experts through "how-to" sessions on common marketing challenges
- **Roundtables** will allow summit participants to interact with one another in discussions moderated by subject matter experts. These sessions will provide opportunities for marketers to trade ideas and ask questions in a small group setting

Registration for MarketingSherpa Summit 2016 is now open and offers two ticket options:

- Two-Day Summit — Full access to Summit
- Three-Day Summit + Workshop — Full access to Summit plus the Day 3 Email Messaging Certification workshop

An "early bird" discount of \$800 off the standard ticket price is available now for those who sign up by September 10, 2015. Group discounts for organizations sending three or more persons are also available. Full pricing and conference options, including discounted hotel and air travel, is available online.

For more information or to register for MarketingSherpa Summit 2016, visit <http://www.marketingsherpa.com/summit> or email: registration@marketingsherpa.com. For information about media partnerships or event sponsorships, email: sponsorship@marketingsherpa.com.

About MarketingSherpa

Based in Jacksonville, Florida, MarketingSherpa — a subsidiary of MECLABS Institute — is a publication specializing in reporting on what works in all aspects of marketing (and what does not). These interviews, case studies and data analyses are published for the entire marketing industry to benefit from. MarketingSherpa, currently in its 17th year, has published more than 7,000 articles on MarketingSherpa.com and has hosted the largest vendor-neutral email conference from 2005-2015.

About MECLABS Institute

Founded in 1997 and based in Jacksonville, Florida, MECLABS is the world's largest research institute dedicated to discovering how people make choices.

By partnering with business leaders from Fortune 500 organizations and other businesses with a high-enough volume of data

and transactions to produce statistically significant results, MECLABS has customer-first practices that lead to business success, resulting in a patented methodology. The Institute is dedicated to taking an academic approach to improving the discipline of marketing by teaching its discoveries through workshops, online learning and the development of a graduate-level program.

MECLABS Institute has two publishing subsidiaries – MarketingExperiments and MarketingSherpa – which publish experiments and provide insights to the marketing community.

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