

MarketingSherpa Summit 2016 Breaks Pre-Conference Registration Record; Adds Dr. Leonard Mlodinow, Theoretical Physicist and Author, as Featured Speaker

Day Three Email Messaging Workshop Sold Out

JACKSONVILLE, Fla., Feb. 5, 2016 /PRNewswire/ -- [MarketingSherpa Summit 2016](#), being held Feb. 22-24 in Las Vegas, is set to become the largest ever with a record number of pre-registered attendees, a sold-out email messaging workshop, the addition of a popular featured speaker and a tripling in the number of case studies being presented.

The new speaker, Dr. Leonard Mlodinow, is a theoretical physicist and best-selling author who will present a talk on Tuesday, Feb. 23, called "Subliminal: How Your Unconscious Mind Rules Your Behavior." He will discuss the importance of how the unconscious affects the consumer decision-making process and will explain how the subliminal mind influences how consumers perceive relationships, their investment decisions and important events.

Dr. Mlodinow is an author of numerous academic research papers in physics and seven popular science books, including bestseller *The Grand Design*, co-authored with Stephen Hawking. His book, *The Drunkard's Walk: How Randomness Rules Our Lives*, was shortlisted for the Royal Society book award and won the Robert P. Balles Annual Prize in critical thinking and the Liber Press (Spain) Award for the "Popularization of Science." He has also created several award-winning video games, including one in conjunction with Steven Spielberg, and has written for network television.

In addition to its mainstay focus on email marketing, this year's Summit covers a wider range of digital marketing segments including mobile, content and social media. The number of case histories being presented has tripled over last year's event. The Summit also features a Hands-On Live Test Lab featuring a public test with Consumer Reports and the presentation of the annual Best-in-Show and Readers' Choice winners.

"Understanding the customer's purchase decision-making process is the holy grail for marketers," said Daniel Burstein, director of editorial content, MarketingSherpa. "The Summit's attendees will hear from top speakers, learn from some of the most successful marketing initiatives and leave with actionable strategies to push their own campaigns to the next level."

Although the Email Messaging workshop on day three is sold out, two-day tickets for MarketingSherpa Summit 2016 are still available online.

To view the complete MarketingSherpa Summit 2016 agenda or to register, visit www.marketingsherpa.com/summit.

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.