

## EMF Founder : Erik Hauser

Erik Hauser  
 Founder, Experiential Marketing Forum

A recognized thought leader in the field of experience/experiential marketing, Erik Hauser's thinking assists brands in stretching their thinking so far ahead that the curve isn't even visible in their rear view mirror. Hauser is a firm believer that a brand is a summation of the experiences that it provides customers. Hauser knows that there are various modalities of experience, but each is integral in understanding the customer brand relationship. After running his extremely successful boutique shop, Swivel Media (<http://swivelmedia.com>), in San Francisco, Erik moved on to be the VP, Executive Creative Director for a division of Euro RSCG - the world's largest advertising agency. Currently his primary focus is his commitment to the EMF and its opportunities as well as his responsibilities to the growing community he founded in 2004.

Hauser created the online, and soon to be off-line, homes of Experience/Experiential Marketing (The Experiential Marketing Forum - <http://experientialforum.com>) in April of 2004. It is within that community that Hauser began to lead the way in teaching experiential marketing methodology worldwide. Today the EMF has roughly 9,000 members from every country and sovereign nation recognized by the UN and then some. Since its inception in 2004 it has been the place where thought leaders from around the world go to freely exchange ideas. Erik believes that to properly service clients in contemporary culture an agency must have one foot planted in the physical world and the other planted in the digital world. This strategic approach ensures that brands deliver multi-mediated experiences where and when the audiences will be most receptive to making a lasting connection to the brand experience.

Hauser is also the founder of the International Experiential Marketing Association (IXMA &ndash; <http://ixma.org>) and an international speaker, blogger, media commentator and magazine columnist on the subjects of experience branding, experiential strategy, experiential/experience marketing methodology as well as technology and social trends.

### Specialties

Understanding consumer behavior, experience/experiential marketing, live brand experience, experience mapping and understanding the consumer journey, experience design, creation of IP, thought leadership, and understanding that indeed a few good people can change the world.

### Recent Speaking Engagements and Appearances:

- Stanford University 5th Annual Media X Conference - Keynote Speaker - Don't Talk to Strangers - Monetizing Web 2.0
- Palo Alto &ndash; 2007
- Korean Management Association Consultants Marketing Conference - Are You Experienced? - Keynote Speaker - Korea &ndash; 2007
- Kid Power 2007 - Speaker - Case Study Presentation
- Special Libraries Association 2007 Conference - Keynote Speaker - Giving Meaning to the Term Customer Engagement
- Digital Media Conference 2007 - Panelist - Advertising 2.0: New Opportunities for Marketers - Silver Springs, MD
- Ukrainian Marketing Association - Keynote Speaker - Kiev &ndash; 2007
- Ad:Tech London - Panelist - Virtual Worlds - What Value Can They Bring Beyond PR & Market Research - London &ndash; 2007
- TurnPROn 2007 - Panelist - PR 3.0 - What's The Next Big Thing? - San Francisco - 2007
- Virtual Worlds Fall Conference and Expo - Panelist - ROI: How the Rules are Changing - San Jose &ndash; 2007
- Adweek's Creative Conference Mashup 2007 - Keynote Speaker - Experiential Marketing: Creating Connections that Count - Los Angeles &ndash; 2007
- NACS Show 2007 - Speaker and Workshop Leader - Internet Marketing: Way Beyond Your Website - Atlanta &ndash; 2007
- The Israel Business Conference - Keynote Speaker, Marketing Opportunities in the New Media - Tel Aviv &ndash; 2007
- The Global Marketing Summit - Keynote Speaker, One Brand Two Worlds - Building Effective Marketing Strategies in Real and Virtual Worlds - Myrtle Beach 2008
- Digital Media Conference - The Millenials - Speaker - Toronto &ndash; 2008
- The Effie Awards - Judge - New York &ndash; 2008
- Infopresse Experiential Marketing Conference - Keynote Speaker - Paris- 2008
- NACS Tech - Speaker and Workshop Leader - Dallas &ndash; 2008
- Effies Grand Jury Awards - Judge - New York &ndash; 2008
- 2008 S&ME Annual Sales & Marketing Conference - Keynote Speaker - Francis Marion - Charleston, SC
- IIR&PDMA Voice of the Customer 2008, Keynote Speaker - Newport Beach &ndash; 2008
- LAMAC Conference, Keynote Speaker - Mexico City &ndash; 2008
- ACBTL Conference, Keynote Speaker - Bogota &ndash; 2008
- Voice of the Consumer, Keynote Speaker - Newport Beach &ndash; 2008

- The Effie Awards - Final Round Judge - New York - 2009
- NACS Show, Speaker - Las Vegas - 2009
- Voice of the Consumer Summit - Speaker - Unlocking the Voice of the Customer to Innovate through Emerging Media - Chicago - 2009
- The Effie Awards &ndash; Final Round Judge &ndash; New York &ndash; 2010
- DTC National Conference, Keynote Speaker &ndash; Washington, DC &ndash; 2010
- Bogazici University Management & Economics Club 13th Brandmarker International Marketing Communication Congress &ndash; Keynote Speaker &ndash; Turkey &ndash; 2010