

Conference Partners

Interested in a conference partnership? [Click here](#) to request info.

[Click here](#) for a list of our past Conference Partners

3rd Mobile Commerce Conference
January 30 - February 1, 2012
San Francisco, CA

The only event with additional focus on transitioning successful B2C strategies internally across B2B & B2E! Listen to industry leaders from Charles Schwab, PG & E, Jet Blue, Hop Stop, Capital One and more discuss mobile-technology initiatives to bring their company brand and product to consumers, business partners and employees.

- Growing the Mobile Platform from an eCommerce System
 - Mobile-Related Applications for Employees & Discover How Industry Leaders Are Using B2C Strategies to Improve Internal Processes
 - Case Study: PayPal, Discover the Strength of mCommerce through B2C, B2B, and B2E Channels
 - and much more! <http://bit.ly/uMYp9K> Integrated Social Media Marketing
- February 6 - 7, 2012 - Singapore
February 9 - 10, 2012 - Hong Kong

Do you know how to listen in social spaces?

Are you able to use the bond of community to build a prominent online persona?

Can you create relevant content that promotes action on your customers' part?

This interactive two-day conference on Integrated Social Media Marketing is designed to hone delegates' skills in understanding consumers' online and offline media consumption habits and identifying relevant, salient touch points for a persuasive cohesion to any integrated digital marketing response.

<http://www.conferences.com.sg/conf-smm5.htm> Social Media Strategies Summit Las Vegas
February 7 - 9, 2012
Las Vegas, NV

The 6th Social Media Strategies Summit is pleased to announce that following our successful 2011 Social Media Strategies Summits in San Francisco, Boston and London, GSMI will host its first Social Media Strategies Summit of 2012 in Las Vegas, Nevada. Whether your organization is just starting out or in the forefront of social media, Social Media Strategies Summit - Las Vegas will take your social strategy to the next level. Through an abundance of hands-on workshops, case studies and keynotes, our Las Vegas event will provide attendees with emerging strategies, tactics and the top do's and don'ts of social media marketing.

Register with promo code, MIKESM, and receive 10% off.

<http://socialmediastrategiessummit/2012vegas.html> Customer Experience Management in Telecoms North America
February 14 - 16, 2012
Miami, FL

CEM in Telecoms will explore how to embed a customer centric culture into your organisation and develop a profitable CEM strategy that will drive customer loyalty. Meet and network with CEM peers from TELUS, US Cellular, Comcast, Frontier, Public Mobile and nTelos.

EMF members receive a 10% discount off the standard rate to attend!

Visit the CEM in Telecoms website for your conference programme & complimentary podcast with Beyond Philosophy!

<http://www.cemintelecoms.com> The PowerExchange Conference: Ignite Your Brand
February 23, 2012
San Antonio, TX

The PowerExchange Conference, with featured speaker Eric Ly, co-founder of LinkedIn, is bringing thought leaders, to educate, inform and leave us with practical tools on how to Ignite our Brand into an experience for our target audience. Traditional approaches to marketing are changing in our multi-media environment. No longer can business rely on traditional advertising mediums to promote their products and services. They need to engage their audience and create an interactive experience that changes the one time purchase into a life long brand commitment. This change in our marketing approach is called Experiential Marketing. Experiential marketing is not a fast fleeting trend either this is the new way to market your brand.

Special new ticket price of \$99!

<http://www.budurl.com/PowerXRegister?> NFC Bootcamp
 February 28 - 29, 2012
 Dallas, TX

The NFC Bootcamp™ is an educational series which includes: Learn How to Market with NFC: Creating Effective Marketing Strategies Using Near Field Communication™; and How to Develop an NFC Application™;. This is a 2 day educational program that brings the most knowledgeable and respected leaders in the NFC industry together to share their expertise and insights. It also features the NFC Showcase™ which highlights real-world, hands-on demos of NFC technology at work.

Dallas: 02/28-02/29 -- Las Vegas: 03/07 -- Seattle: 03/21-03/22 -- Atlanta: 04/25-04/26 --
 New York: 05/23-05/24 -- Chicago: 06/20-06/21

<http://www.nfcbootcamp.com>

Customer Experience Management in Telecoms & Middle Eastern Summit
 March 18 - 21, 2012
 Dubai, United Arab Emirates

Telecoms & Customer Experience Management in Telecoms & Middle Eastern Summit provides an unmissable opportunity to learn how to develop and implement a CEM transformation programme and engage your staff to become more customer-centric. Come and hear from 14 CMOs, VPs and Directors from leading operators across the Middle East and Europe, including Etisalat, Vodafone, Batelco, Du and Turkcell. You will find out how to deliver a personalised customer experience to your segments and use it to drive customer loyalty and lifetime value.

- Top 5 reasons to attend Customer Experience Management in Telecoms & Middle Eastern Summit:
- Learn from proven CEM case studies led by 14 CMOs, VPs and Directors from innovative operators across the Middle East and Europe
 - Discover how to embed a customer-centric culture and mind-set within your organization
 - Hear how to improve the skills of your call centre agents and transform your first call resolution rates
 - Benchmark with other industries leading the way in CEM including PepsiCo and Saatchi & Saatchi through a cross-industry panel discussion
 - Establish how to increase the accuracy of your customer segmentation and use it to personalise the customer experience

<http://www.cemintelecomsme.com>

Brand Couture Conference
 March 19 - 21, 2012
 Singapore

With Asian economies continuing to lead the way to global recovery, the battle for customers' hearts, minds and wallets is intensifying. Customers are increasingly more demanding, set higher expectations, better connected, well-informed and vocal in using new digital channels to convey their pleasure (or displeasure) of the products and services that they buy.

The Brand Couture conference focuses on delivering the latest cutting-edge innovations, offer winning insights to the customer psyche, and change the way marketing is looked at by the entire organisation. Through inspirational keynotes, a focus on the future, presentations on game-changing and disruptive innovations, Brand Couture will invite you to the

boudoirs of marketing experts, sharing their secrets to empower you to reclaim marketing's role in defining the future of your company.

<http://www.brandcouture-lse.com/emf> Social Media World Forum Europe
 March 27 - 28, 2012
 London, UK

The fifth annual SMWF Europe will be the biggest show yet, gathering around 4000 industry professionals; delivering experience and practical, hands-on guidance from a huge collection of the world's leading marketing and business minds.

This year SMWF includes six conference streams, focusing on the fundamental social media disciplines that our expert industry partners and SMWF community members believe are the key areas of growth and opportunity within the social media space. Free and paid passes are available.

<http://www.socialmedia-forum.com/europe>

The CMO Show
 27th - 29th March 2012
 London, UK

Europe's leading CMO event focusing on the changing role of the CMO in a new media landscape. The CMO Show provides an unrivalled platform to expose the most pressing business challenges on the minds of CMOs. Discussing everything from data analytics to customer loyalty to globalisation, it is the perfect opportunity to identify and approach new business prospects. The CMO Show 2012 is designed to be Europe's leading event for Chief Marketers, where CMOs learn how data and technology can generate ideas, drive sales and marketing and increase response and revenue.

<http://www.terrapinn.com/cmo> Telcom CEM World Congress
 April 17 - 19, 2012
 Berlin, Germany

The growing trend of consumers to base their choice of operators, services and products on the customer experience they receive, means that operators need to carefully examine and optimise their Customer Experience strategy to meet and exceed customer expectations.

Providing a seamless and sustainable customer experience in today's experience-driven market is no longer an optional extra, but a requirement for any operator wanting to effectively compete and differentiate themselves.

In keeping up with our tradition of highly interactive conferences, innovative masterclasses, brainstorming workshops and roundtable sessions will examine ways for maximising customer retention and increasing profitability through data gathering, customer segmentation and the development of bespoke marketing and loyalty programmes.

<http://www.cemcongress.com> Digital Signage World
 Asia 2011
 April 25 - 27, 2012
 Singapore

Digital Signage World Asia 2011 is an exhibition of the world's leading solution providers and a 2-day strategic conference. It is the only event that brings together end-users from all key vertical markets such as F&B, travel and transportation, hospitality, banks, casinos, retail and shopping centres and advertising to meet with top-notch solution providers.

Attendees will come away with great new ideas to:

- * Invest wisely in digital signage
- * Enhance customer experience through digital signage innovations
- * Use digital signage as an advertising platform to raise brand awareness
- * Maximise digital signage deployment
- * Generate more revenue and increase ROI

For further information, please visit our website at:
<http://www.terrapinn.com/digitalsignage> 2nd CDN World Forum
 June 12 - 13, 2012
 London, UK

Taking place on the 12th - 13th June 2012, the 2nd CDN World Forum is a Free-to-attend event and will feature all of the key players within the Content Delivery market. The CDN World Forum will look at the current marketplace with current and future business models. The event will look at implementation strategies with best practice and benchmarking approaches. The CDN World Forum will also define the link between Cloud Computing and Content Delivery Networks.

<http://www.cdnconference.com>

Interested in a conference partnership? [Click here to request info.](#)

[Click here for a list of our past Conference Partners](#)