

10 Things That Every Marketer Should Be Aware Of

1

Data Privacy/Security for Modern Marketers

After recent events in online privacy, what are the major shifts that will take place and how will it affect the digital landscape?

2

Blockchain & Cryptocurrencies

Smart contracts, decentralized apps, initial coin offerings: How will blockchain and cryptocurrencies change the market? What are the risks and opportunities presented by this whole new world?

3

Market Dynamics, Trends and Macro Forecast

Today's market is changing at a faster pace than ever before. Who are the winners and losers? Why are some companies skyrocketing while others are left on the sideline?

4

Artificial Intelligence, Machine Learning and Other Emerging Technologies

How is Artificial Intelligence being used today and what are practical tools to enhance your business?

5

Creative To Move the Needle

The creative process is about to run head-first into a world of algorithms and optimizations. How do those two worlds co-exist, or can they? How can you maintain creative authenticity in a quant-driven marketing world?

Millennials: WTF? (Why Them First?)

What do Millennials expect from brands today? How (and why) are businesses changing internally and externally to meet the demands of this transformative generation?

6

Organizational Leadership Crosses Marketing Communications

How can we as business professionals continue to grow? Empower yourself and the people around you to reach a higher level of productivity.

7

Evolving Business Models Through 2020

Niche subscriptions, crowdsourcing, pop-up shops, brick-and-mortar: What's working, what's not working? Who is getting scale and how are they doing it?

8

Marketing With the Big 3 (Google, Microsoft, Amazon)

What are Google, Microsoft and Amazon marketing programs up to and how will it impact strategy and tactics?

9

Evolving Channels, Influencers & Brands, Social Media, Media Landscape

In a world of mass media and advertising, what is truth and who can you really trust? How is the marketing landscape changing with the surge of influencers, platforms and tech.

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