



# THE MARKETING FORUM 2018 – FALL

## Interactive, engaged & personal

September 9 - 11, Park Hyatt Aviara Resort, Carlsbad, CA

### CONFERENCE PROGRAM

*as of January 29, 2018; Program subject to change*



## Opening Keynote:

**Rohit Talwar**, Award Winning Futurist,  
Author and CEO of Fast Future

Rohit is a global futurist, award-winning motivational speaker, strategic advisor, author, entrepreneur, and the CEO of Fast Future. He delivers keynote speeches, executive education, consultancy, research, and future-focused leadership mentoring to clients internationally. He works with major corporations, business schools, governments, professional services, investors, associations, and NGOs to help them anticipate, prepare for and create the future. He has delivered over 1500 keynote speeches and executive workshops in 70+ countries on six continents.

Rohit leads Fast Future Publishing - delivering a series of multi-contributor books exploring the emerging future. He is the co-author of *Designing Your Future*, lead editor and a contributing author for *The Future of Business*, and editor of *Technology vs. Humanity*. He is also a co-editor and contributor for the recently published *Beyond Genuine Stupidity - Ensuring AI Serves Humanity*, and three forthcoming books - *Future Transformations - Reimagining Life, Society, and Business*, *Unleashing Human Potential - The Future of AI in Business*, and *50:50 - Scenarios for the Next 50 Years*.





## **Marketing in the Moment – The Next Evolution in Customer Engagement**

***Bernard Chung, Senior Director, Solution Marketing***

Identifying key moments in customers lives and responding to their needs is the best way to deliver the customer experiences that is expected. This session will examine how to effectively orchestrate marketing in the best moments in the customer lives to effectively connect and engage with customers to build a trusted and valued relationship. Attendees will learn how to capture and develop deeper customer insights; deliver individualized customer experiences based on real-time context and intent; and react and convert customer opportunities in real-time



*Bio to follow*





## Call for Participation

Richmond Events is now accepting submissions for the 2018 Marketing Forum, being held **September 9 -11, 2018** at The Park Hyatt Aviara Resort, Carlsbad, CA.

The Forum is an exclusive, invitation-only business development and educational opportunity for select senior-level corporate executives. Delegates represent companies **averaging \$ 5.8b** in annual revenues and marketing budgets averaging **\$38.7m**. Strategies & Tactics spotlighted at the Forum are applicable to a broad range of industries.

### Potential Topics/Topic Areas

- Branded Documentaries- the Next Experiential Marketing Wave?
- Profiting from New Opportunities in the Sharing Economy
- Maximizing Immersive Pop-Up Marketing
- Rise of the Chatbots and Conversational Commerce- Lessons for Brand Marketers
- New Opportunities for Subscription Sampling
- Riding the Fintech Wave- Trends and Tips for CMOs- bitcoin, blockchain, cryptocurrency
- CGOs- Successors to CMOs?
- Expanding Opportunities for Interactive Brand Experience Centers
- Deep Engagement- the Promise and Perils of Virtual Reality Marketing
- Next Generation Social Media Marketing- Exploiting Social Code and Social Sampling
- New Directions in Crowdsourced Marketing
- Tapping into the Holistic Marketing Well
- Multiplatform Approaches to Humanizing Branding
- Driving Innovation with Multicultural Marketing

### Session Proposal Submission Requirements:

- 1) **Proposed session Title/Description**
- 2) Complete **Speaker Contact Info** (Speakers should possess title of CxO, SVP, Director or VP)
- 3) Speaker **bio** (100-150 words max)
- 4) **Preferred Session Format/ Participation Level (all sessions are 50 minutes in total)**

\_\_\_\_\_ **Seminar:** Formal presentation with focused lecture & Q&A/ discussion.

\_\_\_\_\_ **Case Study:** Presentation telling the story of a current business situation, followed by Q&A.

\_\_\_\_\_ **Workshop:** 10-15-minute presentation /highly interactive / experiential

\_\_\_\_\_ **Panel Presentation:** 3-4 panelists / 10-15 minutes each / moderated

\_\_\_\_\_ **Discussion Group:** Attendee-facilitated open discussion exploring an issue in-depth

5) Speakers are entitled to 2-night's accommodations, 6 meals & 2 receptions.

Please submit proposal to: Eman Amer, **212-651-8713** or [eamer@richmondevents.com](mailto:eamer@richmondevents.com) or Shawna McCormack, **212-651-8755**, [smccormack@richmondevents.com](mailto:smccormack@richmondevents.com)





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For additional Information, please visit [our website](#)

