



The Marketing Forum

June 3-5, 2018 - The Sawgrass Marriott Resort, Ponte Vedra Beach, FL
September 9-11, 2018 at The Park Hyatt Aviara Resort, Carlsbad, CA

THE MARKETING FORUM: Interactive, Engaged & Personal CALL FOR PARTICIPATION

Richmond Events is now accepting submissions for the 2018 Marketing Forum, being held **June 3-5, 2018** at The Sawgrass Marriott Resort, Ponte Vedra Beach, FL and on **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 or Shawna McCormack, **212-651-8755**, smccormack@richmondevents.com

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

