SAN FRANCISCO: Hub Convene

Terms:
Hub Convene LinkedIn  Special Events

Location:
W San Francisco Hotel
181 3rd St
San Francisco, CA, 94103
United States
See map: Google Maps

Subtitle:
In Association with LinkedIn

Date and Time:
3/31/14 8:15 am - 6:30 pm PDT

Event URL:

Registration Link:
Registration Link Title

Speaker(s):
- Serena Ehrlich, director of social and evolving media, Business Wire
- Brian Wong, co-founder and CEO, Klip (Keynote)
- Daniel Roth, executive editor, LinkedIn (Keynote)
- Michael Lattig, CMO, StubHub
- Gordon Evans, VP, product marketing, Salesforce ExactTarget Marketing Cloud
- Gal Borenstein, founder and CEO, The Borenstein Group
- Gina Casagrande, content & conversion evangelist, digital marketing, Adobe
- Bryan Jones, VP of marketing, Dell
- Heidi Sullivan, SVP, digital content, Cision
- Joel Ackerman, creative director, Orabrush
- Alison Grippo, MD, San Francisco, Huge

Marketing and communications have changed. The traditional categories of advertising, media, digital, and public relations are merging as social media changes the way people communicate and interact with each other - and with brands, corporations, and government. The immediacy and interactivity of the Web, mobile, and social put the user in charge, not the broadcaster or publisher, and have redefined the nature of influence.

This has profound implications for all key functions of business and organizations, but especially marketing. In-house teams are structuring themselves differently and working in completely new ways. The chief digital officer is as crucial as the chief marketing officer. The amount of data, analytics, and technology available has changed the game. It has also revolutionized the type of marketing and communications agency support required by brands and businesses.

Hub Convene brings together in-house executives, agency personnel, start-ups, entrepreneurs, digital gurus, and product and tool suppliers to explore the new nature of influence and engagement and to provide practical advice for marketers looking to exploit new channels available to communicate messages and establish influence.

All Day Event: 0

Language:
English

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