



SISO Marketing SIG

Lessons Learned

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SVP, Brand Marketing - Emerald

Jackie Jaquez

VP, Marketing Services - Informa Markets - Engineering

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Group Digital Marketing Director - Clarion Events

Moderated by:

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Felicia Hamerman
SVP, Brand Marketing
Emerald

**Don't make it all about health
& safety**

**Historical pacing is almost
completely irrelevant**

Lean into omnichannel marketing

**Authentic communication is
key**

Jackie Jaquez
VP, Marketing Services
Informa Markets – Engineering

Buying cycles 2.0

Data, data, data, and more data

Be customer centric

Transparency is key

Help them, help you

Amanda Gochee
Group Digital Marketing
Director - Clarion Events

**It's no longer just about
branding – opportunities for
thought leadership are sought-
after**

**Timing is important – get out
as early as possible with safety
precautions or procedures**

**Digital & Social Ads are now
part of the clutter – video and
content help cut through**

**Customer data is changing
rapidly – find new ways to
keep up**

**Quality over Quantity is valued
more than ever**

**Take time to test, try new
approaches**