

SISO CEO SUMMIT

SMALL(ER) BUSINESS ROUNDTABLE

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The Future of Attendee Marketing

MARKETING 2020

SISO CEO SUMMIT

Vincent Polito

April 16, 2018

SHIFTING ATTENDEE ATTITUDES



Breaking Down Silos



DATA



THE CUSTOMER JOURNEY

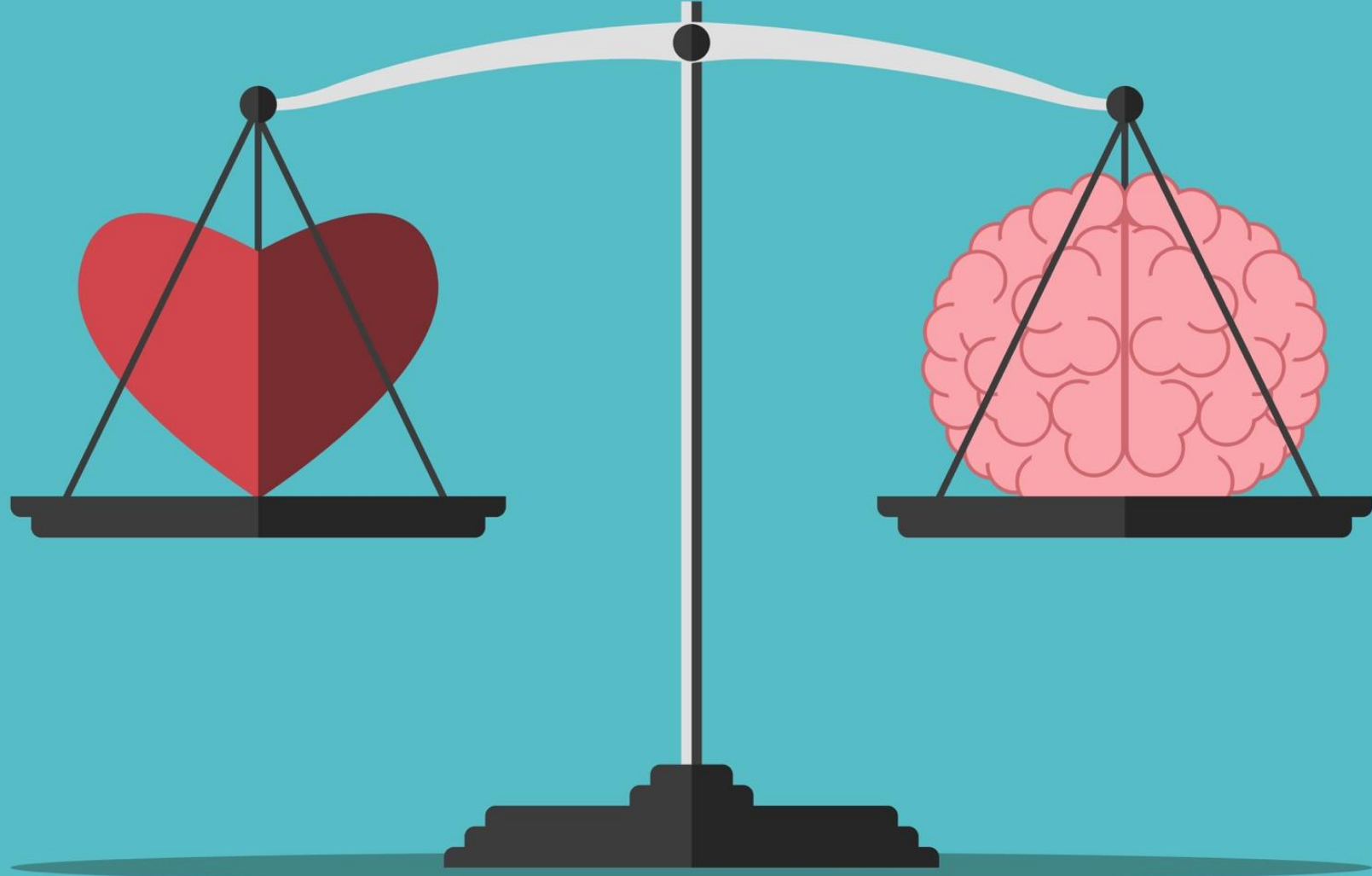


PERSONALIZATIO

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HEARTS & MINDS





Real-Time

INTERNATIONAL



A top-down view of a wooden table with people using laptops, tablets, and smartphones, with coffee cups and headphones scattered around. The scene is set on a rustic wooden table. In the top center, a person's hands are typing on a silver laptop. To the left, another person is using a tablet, with a coffee cup nearby. To the right, a person is using a tablet, with a smartphone and another coffee cup nearby. In the bottom left, a person is typing on a laptop. In the bottom right, another person is typing on a laptop. In the center, a pair of silver headphones is placed on the table. A coffee cup is also visible in the center. The overall atmosphere is one of a busy, collaborative workspace.

DIGITAL & SOCIAL

VIDEO





THANK YOU!

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