

The eMarketing Association Conference Advantage

1. Relevant Presentations from top speakers, interactive panels and group roundtable workshops provide you with the opportunity to design your conference agenda around the topics that interest you.
2. Executive Style Seating - You will be seated with a table front, allowing you to use a laptop, take notes, and participate in the event comfortably. No cramped in seating, or ying to juggle your notes and laptop.
3. Full Menus - No continental breakfasts or boxed lunches. Full hot breakfasts, interesting breaks, and full course luncheons. We work with caterers to ensure the highest level of food service and variety.
4. Complementary welcoming reception- Full bar service and a wide variety of food and appetizers. Many attendees skip dinner after this.
5. Excellent networking opportunities - Our speakers don't rush out after they present. Many are available at the breaks and reception for attendees questions. Since conference attendees are experienced marketers, networking is natural and productive. No junior staffers, wannabees or party goers. A sophisticated professional environment ensures maximum opportunities for new affiliates, clients, associates, and friends. Roundtables provide small group discussions with experienced thought leaders.
6. Free Wi-fi in conference rooms- You will never be without a connection at an eMA event.
7. Free post conference consultations - All attendees can take advantage of post conference consultations with our eMarketing Consulting group. So if you need to explore a subject further we will be there for you.

9 ways to get the most from your eMA conference experience

- 1. Register early** - Early registration saves you money and provides you with time to develop your objectives for your conference experience. You are assured of booking a room at the conference rate, room blocks are limited and can sell out. Airfares are usually much cheaper when you book farther in advance of, you will have a better selection of rates and airlines.
- 2. Prepare** - Have a list of at least five areas you would like to improve in your business. The resources and people at the event can provide you with actionable solutions to many of the issues you face. By preparing questions in advance you are just that much closer to solutions and improvement in your marketing program. eMA conferences bring together the best of the best professional ebusiness experts, take advantage of it.
- 3. Bring an associate** - If possible, bring along an associate or fellow employee. You will be able to exchange ideas and perceptions and often develop even more advantageous positioning for your ebusiness initiatives.
- 4. Be ready to network** - Bring along lots of business cards, but remember that at any event, your time is limited. There will be exceptional networking opportunities at an eMA event. No huge crowds, newbie's, or non-professionals. Almost all fellow delegates will be facing many of the same problems and issues that you are. Engage in discussion opportunities that are not available at any other conference. Take full advantage of breaks, and receptions to meet new friends.

5. Accept fatigue - Traveling and attending an event can take a high energy level. Try to arrive a day or two early to rest and prepare for the event, stay a day longer to unwind and debrief yourself. eMA events provide at least a 5 day “window” for special hotel rates. So book early.

6. Plan your day- Select the sessions that are the most valuable to you and check them off on your conference agenda. Mix and match roundtable breakouts with the main sessions and panel discussions. Try to arrive early in the morning and take advantage of networking opportunities at registration and breakfast. Focus on the conference and try to avoid phone calls, and other distractions while you are there.

7. Share - When you get back to your office from the event be sure to share the information you’ve gathered with your staff and peers. The interest and enthusiasm you have will help ensure that you are perceived as an dedicated professional by your associates. Your commitment to progress will be of benefit to your company and or your clients.

8. Consult - Take advantage of the post-conference consultation offered to all delegates at eMA conferences. Many delegates have solved problems and found exceptional solutions by utilizing this service. No other conference that we know of offers this kind of post event resource.

9. eMail - Be sure to connect via email with your new contacts and friends within 2 weeks after the conference. Developing a strong contact list can be one of the most valuable benefits of your participation. Who you know can often be as important as what you know.

Session Descriptions

Keynotes – Held in Main Ballroom all attendees are welcome

Presentations – topic specific presentations with relevant and actionable content.

Panel Discussions – Highly interactive sessions with 8 – 10 top leaders in the marketing arena.

Breakout Roundtables – Small group sessions moderated by a thought leader, highly interactive discussions, fantastic networking opportunity.

REGISTER NOW AT: eMarketingAssociation.com

The eMarketing Association (eMA) reserves the right to make changes to the events agenda. Unforeseen circumstances may result in the substitution of a presentation, venue, topic or speaker. The eMA reserves the right to reject or rescind any registration and return registration fees accordingly. Registrant, speaker, sponsor or other attendee or agent assumes all risks incidental to participation in all event activities, including loss or damage to property. eMA’s total liability shall be limited to the amount of fees received, if any, from a particular registrant. The eMA takes photos and videotapes of this event, by attending you give permission to use images taken at the conference, as well as any written comments on our evaluation forms in advertising and promotion for the eMA.