

## MARKETING at MODERN CUSTOMER EXPERIENCE 2017

Modern Marketing Experience in Las Vegas will bring together Modern Marketers from around the globe for three days of captivating content, innovative best practices, and leading-edge technology to help you deliver the best of your brand.

### TOP 10 REASONS TO ATTEND

**Information.** Choose from 100+ impactful sessions led by Modern Marketing and customer experience thought leaders and experts.

**Innovation.** Visit the solution center to see first-hand solutions that push the boundaries of traditional customer experience.

**Education.** Attend a full day of free product and best practice training sessions.

**Connection.** Get exclusive opportunities to network with industry leaders and practitioners.

**Personalization.** Explore how you can better focus your attention on key opportunities for deeper connections that create the most impact.

**Attribution.** Bring back proven solutions to drive results for your company and career.

**Recognition.** Attend the 11th Annual Markie Awards that recognize excellence in data-driven marketing.

**Inspiration.** Be motivated to succeed with stories of digital transformation from inspirational keynote speakers and presenters.

**Activation.** Learn how you can unify and activate data to turn conversations into valuable personalized interactions.

**Appreciation.** Celebrate and dance the night away at the epic Customer Appreciation Event.



Modern  
Marketing

#### EVENT NAME

MODERN  
CUSTOMER EXPERIENCE 2017

#### EVENT DATES

MONDAY – THURSDAY,  
APRIL 24TH – 27TH 2017

#### EVENT LOCATION

MANDALAY BAY HOTEL  
LAS VEGAS, NEVADA