

MARKETING TECH MEGATRENDS

The Next BIG Marketing Trends In Next-Gen Tech

See Videos Of CK In Action!



Experience is the new engagement. Context is the new content. Bots are the new killer apps. And the physical world is the new digital channel.

While Augmented Reality is creating a new layer of digital media out of thin air, Virtual Reality is converting stale-and-tired 2D ads into immersive-and-exciting 3D simulations.

Where Mobile gave us the anytime-anywhere communications channel, The Internet of Things is transforming our once lifeless products into lively new marketing outlets that can (literally!) sell themselves.

The Web is breaking out of the box—and outside of our screens—into an exciting new ecosystem of devices, displays, interfaces, venues, and platforms.

And Artificial Intelligence is moving us from apps that enable us to do more with our devices to algorithms that empower our devices to do more for us.

Messaging is migrating from mass-market models into a new paradigm that's personal, contextual, and far more meaningful. Moreover, the decades-old marketing mix is being revamped into a series of hyper-personalized interactions—delivered at highly precise moments, places, and proximities.

Predictive tech is transitioning us from serving our customers in real time to anticipating their needs *ahead* of time. Moreover, Big Data is catapulting us from Marketing's Dark Ages into the Data-Enlightened Era of precision, personalization, and innovation.

Welcome to the next BIG marketing trends in next-gen tech, where the biggest advancement of all is that professionals who have always worked amid scores of limitations will shortly be limited to only one . . . their imaginations.



MARKETING MEGATRENDS

In This Session, Attendees Learn:

- 10+ next-gen technologies, the marketing trends they ignite, and the implications for marketers
- New capabilities and opportunities to bolster marketing strategies, plans, and programs
- Case examples of brands wielding next-gen tech to build revenues and customer relationships



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What Companies Say About CK:


Watch Videos Of CK In Action!





CK changes the energy level of a room...
and it only gets better as she speaks! 


CK's content, style, passion,
and performance are bar none! 

By the end of CK's energetic, engaging
speech, everyone is thinking, "How do
I make this happen in MY business?" 

CK's insights, incredible energy
and contagious passion gives
marketers the guidance they need 


CK's passion and humor is
beyond compare—she really takes
innovating your business to heart 


An exceptional speaker, I hung
on CK's every word as she made
complex technical concepts
accessible to everyone! 


With humor and high energy,
CK easily transfers her passion
for innovation to her audience 

CK never just "brings it" . . .
she has a way of bringing it BEYOND!





An engaging speaker who makes
everyone feel connected,
inspired and thirsting for more 

Memorable and forward-thinking,
CK captures the true spirit of innovation 
Association of National Advertisers


A rare presenter that meets
the needs of those that are new
to tech and those with experience 

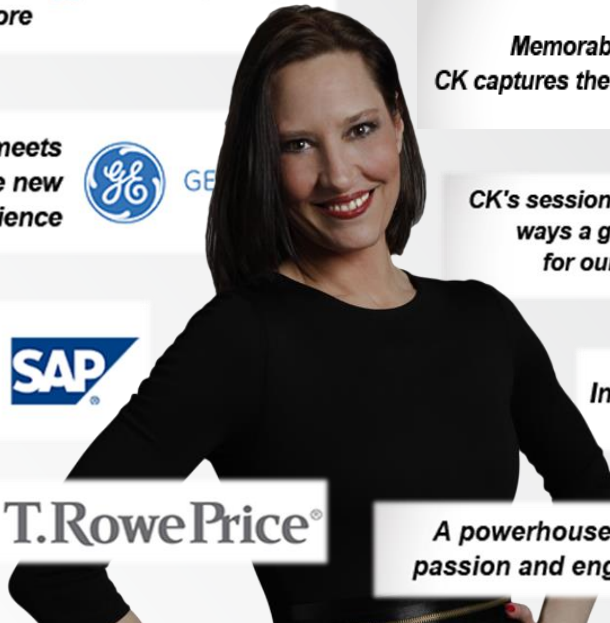
CK's session was in many
ways a game-changer
for our future plans 
DEPARTMENT OF PUBLIC INFORMATION

One of the most-gifted
presenters I have ever seen 

Incredibly informative
and entertaining 

CK has a gift ...
we were all mesmerized! 

A powerhouse of knowledge,
passion and engaging delivery 



Christina "CK" Kerley

The Next BIG Things In Next-Gen Tech

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