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# MARKETING TECH MEGATRENDS

## The Next BIG Marketing Trends In Next-Gen Tech



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.



### 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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Rave Reviews:  
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# What Companies Say About CK:

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



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

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

**AVAYA**

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

 Microsoft

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

**WYNDHAM**  
WORLDWIDE

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

 NOVARTIS

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

**Ad**  
Council

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

 **Ameritrade**

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



Bristol-Myers Squibb

*Memorable and forward-thinking, CK captures the true spirit of innovation*

**ANA**  
Association of National Advertisers

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



GE

*CK's session was in many ways a game-changer for our future plans*

**UNITED NATIONS**  
DEPARTMENT OF PUBLIC INFORMATION

*One of the most-gifted presenters I have ever seen*

**SAP**

*Incredibly informative and entertaining*

 CISCO

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

**T.RowePrice**

*A powerhouse of knowledge, passion and engaging delivery*

 Johnson & Johnson

**Christina "CK" Kerley**

**The Next BIG Things In Next-Gen Tech**

[allthingsCK.com](http://allthingsCK.com)