

# NEXT-GEN MARKETING

See Videos Of CK In Action!



## The NEXT Generation Of Marketing Channels, Tools, And Touch Points

Experience is the new engagement. Context is the new content. Bots are the new killer apps—and the physical world is digital's new frontier.

Where smartphones gave us anytime-anywhere media, IoT grants us the capability to convert *anything* into a smart object... and our products are now becoming their very own marketing channels.

While Augmented Reality turns the air all around us into a brilliant layer of new media, Virtual Reality transforms static 2D ads that merely “show and tell” into immersive 3D simulations that audiences can fully experience and *feel*.

AI moves us from apps that demand more actions from our audiences to bots that enable their devices to do more for them. And predictive tech shifts us from serving customers in real time... to *anticipating* their needs AHEAD of time.

The decades-old model of mass-market messaging is becoming a personalized paradigm of right-time, right-place interactions. And the Web is breaking out of the box—and outside of our screens!—into an exciting new ecosystem of intelligent products, objects, and locations.

Most compelling, through these new technologies, tools, and touch points, marketing professionals who have always faced scores of limitations, will shortly be limited to only one: their imaginations.

In this high-impact, idea-rich session, innovation speaker and futurist Christina “CK” Kerley explores how the record-setting, remarkable number of advancements are giving rise to a thrilling new world of marketing opportunity, ingenuity, and creativity.



### Next-Gen Channels, Touchpoints, And Tools

#### In This Session, Attendees Learn:

- **Next-Gen Marketing Tech:**  
Mobile, IoT, Artificial Intelligence, Beacons, Big Data, Augmented Reality, Virtual Reality and more
- **Next-Gen Channels, Tools, & Touch Points:**  
Smart, connected objects, products, and proximities, geo-targeting, intelligent machines, and more
- **Next-Gen Marketing Paradigms:**  
New paradigms across personalization, precision, contextual messaging, experiential, and predictive

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Rave Reviews:  
See Page 2

# 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**

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