



marketing **sherpa**
email summit 2013
February 20-21 • Las Vegas

Reasons to Attend Email Summit 2013



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Why Attend Email Summit 2013?

MarketingSherpa has an eight-word mission statement that is simple, but not easy: **find out what really works in digital marketing.**

To this end, Email Summit 2013 will feature more than 20 case studies from your fellow brand-side marketers, combined with the latest research and email industry thought leaders. These sessions will be packed with topics such as email innovation, social media integration, online testing, segmentation, data management, increasing conversion, and many more.

To get a better understanding of how Email Summit 2013 can help you become a more effective email marketer, here are the top reasons to attend, as defined by past attendees:

1. Attend the Only Email Marketing Conference Based On Proven Research and Science

After 10 years, Email Summit is still the largest email marketing conference derived specifically from research and scientific findings. MarketingSherpa's method of helping you to optimize your email marketing program comes from **15 years of experience** and the **biggest library of proven case studies, interviews and how-tos**, with more than 4,169 listings and counting.

"The biggest takeaway from the MarketingSherpa Email Summit is that, even though we try to keep up with technology, there's so much more that we have to learn. And to hear the different speakers, it makes me realize that we just have to keep working."

- Julio Fernandez, Director E-Marketing, Oracle Corporation

2. Prepare your Email Marketing Campaigns for 2013 with Latest Email Marketing Research

Attendees to this year's event will get an inside look at 21 case studies from SMBs and Fortune 500s alike. You'll hear about emerging trends, get exclusive insights from new keynote speakers, and participate in freshly crafted panel discussions. The presented materials will help you make informed decisions on spending, tactics, budgets, and more. At the close of the event, you'll know exactly where the industry is going, and **where you should be headed in 2013.**

"Attending the MarketingSherpa Email Summit was the best business decision and investment I made in understanding the latest developments in email marketing."

- Lisa S. Jones, CEO, EyeMail Inc.

3. Garner Immediate Takeaways from 10 Interactive Sessions

We don't waste time at Email Summit. Our team of industry experts will immediately engage your most pressing issues with Quick Win Clinics and One-to-One Coaching Sessions. Every attendee will also take part in a guided Live Test, provided by our email marketing thought leaders. You will **learn how to design treatments, launch tests, analyze data, track results, and apply your learning**. The end goal is always in sight— optimizing your campaigns for immediate ROI.

"We are uniquely positioned to identify where marketers need support, insight and ideas, because we're continually surveying them for our Benchmark Reports."

- Todd Lebo, Senior Director of Content, MECLABS (the parent company of MarketingSherpa)

4. Overcome Your Top Challenges

We know marketing within the email channel is multi-faceted, and have added all-new **Beginner to Advanced sessions, Bonus sessions, and Roundtable sessions** to help. We want you to be able to focus on certain areas that are specifically essential to your campaigns and organization. So we have added in an entire spectrum of guidance, ranging from the basics to advanced tracks, and everything in between. These sessions allow you to **tailor your Email Summit experience for the greatest value**. Attendees can participate in discussions on critical topics with their peers and look deeper into tracks such as automation, conversion, testing, and list management. Over the course of four days, you'll receive comprehensive solutions for overcoming your specific email marketing challenges.

"I'm always impressed with the breadth and scope of MarketingSherpa's coverage. In the first hour of the Summit alone, I gained invaluable takeaways to help me achieve better responses to our email campaigns. Sherpa always provides me with 'golden nuggets' of information that I can put into practice right away. Thanks!"

- Tom Ehart, BNA Tax & Accounting

5. Enjoy an Exciting New Location In Las Vegas

This year we are excited to be at the vibrant Paris Las Vegas Hotel and Casino. This exciting venue is a Las Vegas gem, and stuns with sheer grandeur. Aside from all the offerings that come with a visit to Vegas, within the resort itself, attendees have access to the Chateau Nightclub and Gardens, the Spa by Mandara, the Le Rendezvous Lounge, a cabana and pool, slots, table games, sports books, the 46-story Eiffel Tower Ride, and 12 different celebrated dining options. **The Paris Las Vegas Hotel and Casino has all the amenities you could want, right in the heart of the Las Vegas Strip.**

"The fabulous venue, meals and having a good group of sponsors there exhibiting also contributed to a valuable event for me. I came away with pages and pages of ideas to apply to client situations the next day. The Email Summit was one of the best conferences I've ever been to, and I look forward to attending again next year!"

- Kyle Rohde, Account Executive, ER Marketing

6. Become a Certified Marketing Professional

At all MECLABS/MarketingSherpa Summits, we provide pre- and/or post-Summit workshops. This is one of the most valuable elements Email Summit 2013 has to offer. Attendees who choose to attend these workshops will not only **receive a research-proven methodology from step-by-step tactics** to maximize their email marketing results, they will also **achieve the status of Certified Marketing Professional in Email Messaging and Value Proposition Development**. This professional certification is more than an accomplishment or a certificated accolade. It demands the respect of the field, and proves you hold knowledge and skills bequeathed from series of heuristic formulae and a revered research institute.

"It was really profound to learn that you are not only optimizing an email message; you are optimizing a thought sequence. The key to email is generating additional clickthroughs for a landing page, instead of 'trying to make a sale.' You need to align with customers' expectations, engage them and get into a conversation."

- Drew Sanders, Top Floor Technologies

7. Gain Insights from Award-Winning Email Experts

Learn from the best email award winning experts as they share email innovation, strategies, and success stories. As an attendee, you will hear what is working in email marketing now ... and what isn't. We have spent countless hours screening applications for our conference speakers. The **advice that is presented will be tested by the real world, relevant to your campaigns, and practical for you to apply**. Winners from MarketingSherpa's annual Email Awards have been selected to share with you their successes, and tips on how to get you there, as well.

"The biggest takeaway from the MarketingSherpa Email Summit is the recognition that some of our techniques in B2B marketing are actually being used in B2C marketing ... People think of them only that way, but they're actually very powerful techniques of being able to sequence emails based on where people are in their lifecycle."

- Jean Anne Booth, Texas Instruments

8. Join More Than 700 Like-Minded Peers

In today's tech-driven marketplace, all too often the value of real interaction is undervalued. The impact of face-to-face networking opportunities at this event will never be reached by any combination of webinars, email strings, or PDFs. You will be able to **shake hands with CEOs, practitioners, CMOs and managers from companies across the nation**.

"So incredibly helpful and insightful, learned basic and advanced tactics. Overall, Fantastic!"

- Kirstie Linse, All Star Directories

9. Learn from our Presentations Without Hearing Sales Pitches From The Stage

We always encourage attendees to visit with vendors as they are highly valuable resources, but **our stage presentations are saved for delivering valuable content.** This year's Summit features case studies, training and panels from companies who have found success through new strategies and by refining existing programs. Email Summit 2013 highlights this, not their product offerings.

"MarketingSherpa promised that the Email Summit sessions would be presented by marketers, not vendor salespeople. Having been to enough conferences where that occurred, I wasn't sure if they'd actually make true on that promise but, without a doubt, they did! The presentations covered a wide variety of email & social media topics, presented by speakers ranging from hard-charging entrepreneurs, to expert-voice PHD's to soft-spoken, confident lead gen specialists."

- Kyle Rohde, Account Executive, ER marketing

10. Bottom Line:

Attending Email Summit 2013 will not only help you **increase the success of your email marketing program**, but you will be immediately armed with the knowledge and strategies to **make your email marketing better on the flight home, or when you return to the office Monday morning.**



Keynote Speakers



Jay Baer

Jay Baer is President of Convince & Convert, and author of *The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social*. Jay was named as one of America's top 3 social media consultants by *Fast Company*, and has helped leading brands to craft and implement winning social strategies. His previous digital marketing agency was named Arizona's best online marketing firm five years running.



Dr. Flint McGlaughlin

Dr. Flint McGlaughlin is the Managing Director and CEO of MECLABS. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources. He frequently teaches on email testing, messaging and optimization. His organization has partnered with key market leaders, including *The New York Times*, Microsoft Corporation and Reuters Group.



Matt Bailey

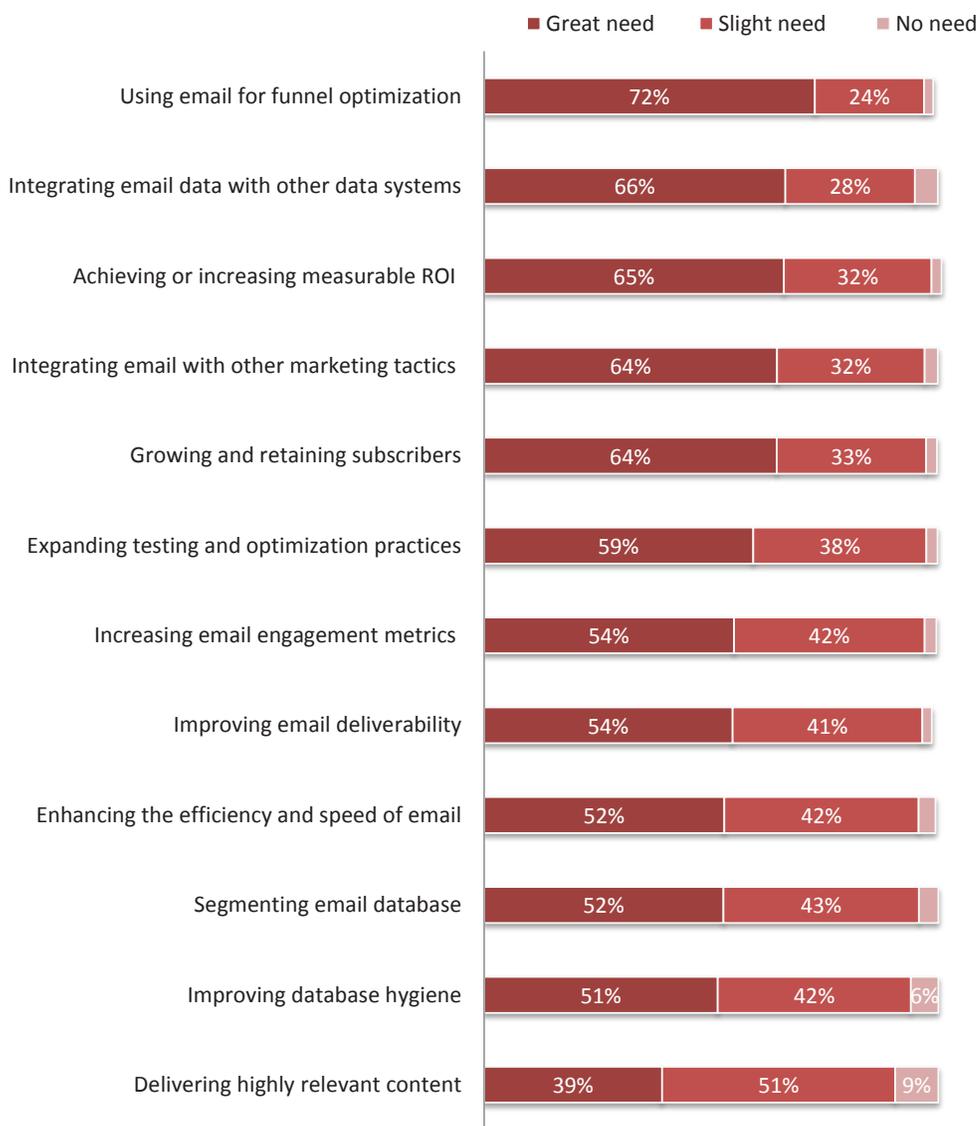
Matt Bailey is the founder and president of SiteLogic Marketing. With more than 15 years in the Web marketing industry, Matt excels in combining his marketing background with programming know-how to help companies create comprehensive strategies that improve Web presence and conversions. Matt was an Internet entrepreneur in the early 1990s, which led to his development in search engine optimization.

Email Summit 2013 focuses on your top areas for improvement...

Our event agenda has been tailored to fit marketer top challenges and priorities, but we also have added into the sessions insights from the research, which might surprise many in terms of effectiveness.

Chart: Marketers indicate most improvement needed using email for funnel optimization

Q. Please select your NEED FOR IMPROVEMENT in the following areas.



Source: ©2011 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded July 2011, N=2,735

Email Summit 2013 Workshops

Pre-Summit Workshop and Certification – Value Proposition Development

In this full-day course, Dr. Flint McGlaughlin will help to clarify the concept of value proposition. He will sort through the historical/academic clutter surrounding the term, and give marketers a simple and effective framework for crafting effective value propositions.



You'll learn:

- Fundamental questions that must be answered when identifying a value proposition
- Historical/philosophical context of the term “value proposition”
- Three types of derivative value propositions a market should employ
- Four elements of force that determine the impact a value proposition will have on a prospect

Once you have taken and passed the final exam, you will be designated as a **Certified Professional in Value Propositions**.

[Click Here for More Information on the Value Proposition Course](#)

Post-Summit Workshop and Certification – Email Messaging

Join Dr. Flint McGlaughlin as he guides you through a full day of training on how to test and optimize your email campaigns, from email capture to sales conversion. You will be introduced to a series of heuristic formulae and methods, developed from 10 years in the MarketingExperiments lab.



You'll learn:

- How to build strong lists by creating email capture forms that maximize the quality and quantity of your leads
- How to optimize email messages for deliverability, open rate and clickthrough
- How to design email landing pages that turn clicks into sales

This workshop gives you a proven way to make test and optimize your email campaigns for everything from email capture to sales conversion.

Once you have taken and passed the final exam, you will be designated as a **Certified Professional in Email Messaging**.

[Click Here for More Information on the Email Messaging Course](#)

Who Attends Email Summit?



AAA National Office
Acxiom Corporation
ADP, Inc
AETN
Affinity
Allstate Insurance Company
AMF Bowling Centers, Inc.
Apsis
Ascend One Corporation
Ascentive Software
Aspen Marketing Services
Associated Press
Blue Cross Blue Shield of Michigan
Bronto Software
CA Technologies
Cambria Cove
CarMax
ClickBank
Comcast-Spectacor
Constant Contact
Cornerstone Publishing Group Inc.
CPE Link
Crocs
Data Foundry, Inc.
Digital Evolution Group
Digital Works
Direct Financial Solutions
e-Dialog
EF Englishtown
eFax

Email Marketing, Toronto Star
emfluence
EMS Technologies, Inc.
eTale BVBA
Exact Target
Fiserv
Footage Firm
Gaylord Hotels
GEICO
GetResponse
Hyatt Hotels & Resorts
Hyland Software, Inc.
HyperDrive
iHire LLC
Infogroup Interactive
Inquiry Management Systems
iPost
ITM Consultants
Jackson River, LLC
JobsInSports.com
Kaiser Permanente
Liberty Mutual
Lincoln Electric Company
LiveOps
Macmillan
Marketo
Marriott International
McAfee, Inc.
Microsoft
National Instruments

POP Multimedia
Principal Financial Group
Progressive Insurance
Radiant Systems
redbox
Responsys
Return Path, Inc.
RightNow Technologies
Sage Software
SAS Institute Inc.
Savings.com
Science Magazine
Shopzilla
Silverpop
StrongMail
The New England Journal of Medicine
Thomson Reuters
TRowe Price
Underline Communications
verizon
VerticalResponse
VisitorTrack
Vitacost, Inc.
Wasp Barcode
Wells Real Estate Funds
XanEdu Publishing
Xcel Energy
Yale Appliance

Prove the Value of Email Summit

Quite simply, Email Summit 2013 is the email marketing event of the year. However, we know that maximizing training budgets is not in the forefront of most senior managers' minds.

Thankfully, we have relied on feedback from past attendees to put together an **Email Summit Value Package** to help get you to Vegas and slingshot your business upon your return.

The package also has a customizable email letter which you can send to your upper management.

Here's an approximate breakdown of conference costs:

Registration Fee:	\$ 1,031	[<i>Super Early Bird</i>]
Airfare:	\$ xxx	
Transportation (between airport and hotel):	\$ 50	
Hotel: (3 nights at \$139)	\$ 600	
Meals: (3 days at \$50)	\$ 420	
Total:	\$ X,XXX	

Why do you need to go?

Our Mission: MarketingSherpa's Email Summit is the world's largest gathering of marketers, aimed at overcoming top email challenges with actionable, vendor-neutral training, grounded in rigorous research.

- Challenges based on 2,735 marketers surveyed, activity worksheets
- 4 attendee activity sessions, 6 worksheets with a program that includes 44 speakers, 21 case studies, and 5 expert panels
- 0 sales presentations from the stage and each speaker goes through an extensive 6-step content development process
- 22 presentations, 30 roundtable sessions, 2 full-day email certification training workshops
- 12 years of extensive email research

[Visit the Justify Your Trip page](#)

*Remember, you save \$500 by signing up before October 31, 2012.

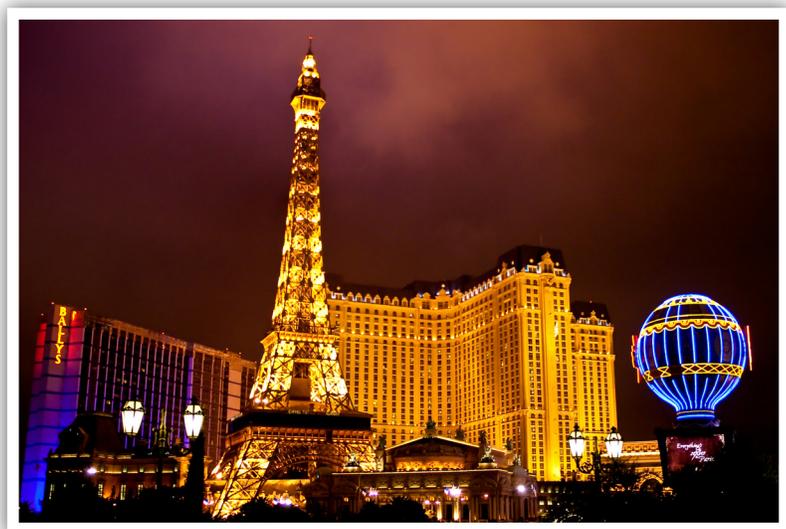
Where to Stay When You Attend Email Summit 2013

Las Vegas

February 19-22, 2013

The Paris Las Vegas Hotel & Casino
3655 Las Vegas Boulevard South
Las Vegas, NV 89109
(702) 946-7000

The \$159 discounted hotel room rate is available for all Summit attendees.



BOOK A DISCOUNTED ROOM

*** IMPORTANT:** Upon booking, be sure to mention MarketingSherpa to receive the discount.

Reserve your seat now for Email Summit 2013

Please go online for current pricing and registration:
www.marketingsherpa.com/emailSummit

or fax form below to: **1-904-249-3444**

Payment

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