

MECLABS Selects Feintuch Communications to Spearhead Public Relations Campaign for its MarketingSherpa Email Summit 2015

NEW YORK, Nov. 13, 2014 /PRNewswire/ -- MECLABS (www.meclabs.com), Jacksonville, Fla., has selected Feintuch Communications to run a public relations campaign to support its [MarketingSherpa 2015 Email Summit](#).

The annual MarketingSherpa Email Summit, to be held Feb. 23 – 26, 2015 at the ARIA Resort and Casino in Las Vegas, is the original research-based email marketing conference serving the marketing community. The four-day event includes two days of workshops and two days of strategic and tactical presentations, case studies, breakouts and featured speaker addresses. Attendees learn how to make their email marketing campaigns – and their careers – more effective.

"The MarketingSherpa Email Summit has become the 'go-to' event bringing together email marketing professionals in a broad range of industries and we wanted to share the discoveries and lessons from our community with a broader audience," said Pamela Jesseau, senior director of marketing, MECLABS. "The Feintuch Communications' team has deep roots in the marketing industry and has supported many key events over the years. With its support, we believe this conference will be our biggest and most successful ever."

The Feintuch Communications team supporting the conference includes Henry Feintuch, president; Richard Anderson, senior managing director; and Emily Simmons, senior account director. In addition to conducting media relations, the Feintuch Communications team will work on developing media partnerships and providing a platform for the marketers presenting at Email Summit to share their inspiring success stories.

Founded in 1997 and based in Jacksonville, Florida, MECLABS is a research institute with two publishing subsidiaries – MarketingExperiments and MarketingSherpa – which conduct experiments and provide insights to the marketing community. MarketingSherpa, producer of the annual Email Summit, specializes in tracking what works – and what doesn't – in all aspects of marketing.

"The MarketingSherpa Email Summit is a niche conference that delivers extreme value to digital marketers looking to enhance the results of their email marketing campaigns," said Henry Feintuch, president, Feintuch Communications. "Our team will work collaboratively with the conference management team, keynote speakers and case study presenters to preview highlights of the upcoming event."

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning, strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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