

# MarketingSherpa Summit 2016 Opens its Call for Speakers

## Summit is Seeking Digital Marketers to Share Success Stories and Expert Advice

JACKSONVILLE, Fla., May 19, 2015 /PRNewswire/ -- The [call for speakers](#) for [MarketingSherpa Summit 2016](#), the showcase for the "best of the best" in digital marketing programs, has opened and will be accepting applications through June 15, 2015.

Scheduled for February 22-24, 2016 at the Bellagio Hotel and Casino in Las Vegas, MarketingSherpa Summit 2016 is looking for expert marketers and business leaders to present their thinking, strategies and success stories in how-to and case study sessions. Conference sessions will cover topics and specialties spanning all facets of the digital marketing industry.

"At MarketingSherpa, our reporters help marketers learn strategies and tactics to improve their results by publishing case studies and industry data and analysis. Next February, we will connect marketers with their successful peers, and bring these case studies and customer insights to the stage," said Daniel Burstein, director of editorial content, MarketingSherpa. "We are looking for marketers who have succeeded by putting the customer's needs at the heart of all marketing efforts to join us and share their transformational stories, enthusiasm and expertise with their peers from around the world."

Case study speakers will share detailed insight into original, customer-centric campaigns that generated results. These stories will not only demonstrate innovative thinking and approach but will showcase the transformational element of marketing, quantifying the impact the campaign made on an organization.

How-to sessions will lead the audience step-by-step through the thinking and tactics behind a successful approach, discussing cutting-edge topics and paradigm-shifting ideas. These speakers will provide expert advice, backed by research or statistical evidence, which conference attendees can immediately apply to existing campaigns and projects.

All case study entries will be considered for the MarketingSherpa Awards as well. Marketers are also encouraged to submit ideas for alternative sessions that will benefit conference attendees.

For more information or to submit an application, visit <http://marketingsherpa.com/cfs> or email [speakers@marketingsherpa.com](mailto:speakers@marketingsherpa.com)

### About MarketingSherpa

Based in Jacksonville, Florida, MarketingSherpa – a subsidiary of MECLABS Institute – is a research firm specializing in tracking what works in all aspects of marketing (and what does not). The research is published for the entire MarketingSherpa community to benefit from. MarketingSherpa is not an agency, consultancy or other vendor seeking your business.

### About MECLABS Institute

Founded in 1997 and based in Jacksonville, Florida, MECLABS is the world's largest research institute dedicated to discovering how people make choices. MECLABS Institute has two publishing subsidiaries – MarketingExperiments and MarketingSherpa – which conduct experiments and provide insights to the marketing community. MarketingSherpa specializes in tracking what works – and what doesn't – in all aspects of marketing, and hosts the annual MarketingSherpa Summit, the leading marketing conference that brings together the best practitioners in the industry.

SOURCE MarketingSherpa

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