

MarketingSherpa Summit 2016 Announces Featured Speakers for February Digital Marketing Event

Morgan Spurlock, Academy Award-nominated director; Charles Duhigg, best-selling author of "The Power of Habit"; Michael Norton, Harvard Business School professor; and Flint McGlaughlin, CEO and Managing Director of MECLABS Institute, to share evidence-based

JACKSONVILLE, Fla., July 28, 2015 /PRNewswire/ -- Four prominent speakers from the fields of film, journalism, academia and research will be the featured speakers at [MarketingSherpa Summit 2016](#), taking place February 22-24, 2016 in Las Vegas.

Morgan Spurlock, Charles Duhigg and Michael Norton will share successful strategies on how to use evidence-based methodologies to improve marketing performance while putting customers first. After reviewing more than 92 writers, academics, researchers and renegades, Summit 2016 organizers selected an award-winning documentary filmmaker, a Pulitzer Prize-winning reporter and a Harvard Business School professor who will challenge their audiences' paradigms and present evidence-based approaches to customer-first marketing. Joining these noted speakers will be Flint McGlaughlin, CEO and managing director, MECLABS Institute (MarketingSherpa's parent research organization), who is an authority on the philosophy of human choice.

Brief bio summaries of the featured speakers:

- **Morgan Spurlock** is an Academy Award- and Emmy-nominated filmmaker, television documentarian and current host and producer of CNN's "Inside Man." Well-known for his critically acclaimed documentaries "Super Size Me" and "The Greatest Movie Ever Sold," Mr. Spurlock will share what he's learned about dissecting the world of advertising and marketing and shine a definitive light on our branded future.
- **Charles Duhigg** is a Pulitzer Prize-winning reporter at The New York Times and author of *The Power of Habit*. Additionally, Mr. Duhigg has received the National Academies of Sciences, National Journalism and George Polk awards. He is a frequent contributor to television and radio programs such as PBS NewsHour, Frontline and NPR's "This American Life." Mr. Duhigg will provide insights into how a simple habit loop is the key to transforming behavior and changing the way people think, both personally and professionally.
- **Michael Norton** is a professor of business administration in the Marketing Unit at the Harvard Business School, member of the Harvard Behavioral Insights Group and co-author of *Happy Money: The Science of Happier Spending*. He was selected by WIRED magazine's Smart List of "50 People Who Will Change the World." Professor Norton will explain how organizations can gain trust and increase customer satisfaction and purchases.
- **Flint McGlaughlin**, CEO and managing director, MECLABS Institute, conducts research on the philosophy of human choice, experimental design and the cognitive psychology of conversion. He has been quoted in more than 13,000 online and offline sources. Mr. McGlaughlin will present his latest research and explain how marketers can leverage these discoveries to drive successful digital marketing campaigns.

MarketingSherpa Summit 2016 will showcase successful digital marketers in areas such as email marketing, mobile, social media, list management and advertising through a variety of speaker presentations, case studies, breakout sessions and roundtables.

"The 2016 MarketingSherpa Summit, an expansion of the previously held Email Summit, will bring together digital marketers across sectors to share insights and experiences with peers and help foster the broader conversation on transformational marketing strategies," said Daniel Burstein, director of editorial content, MarketingSherpa.

Early bird registration rates are currently available. For more information or to register for MarketingSherpa Summit 2016, visit <http://www.marketingsherpa.com/summit> or email registration@marketingsherpa.com. For information about media partnerships or event sponsorships, email sponsorship@marketingsherpa.com.

About MarketingSherpa

Based in Jacksonville, Florida, MarketingSherpa — a subsidiary of MECLABS Institute — is a publication specializing in reporting on what works (and what does not) in all aspects of marketing. Interviews, case studies and data analyses are published for the entire marketing industry to benefit from. MarketingSherpa, currently in its 17th year, has published more than 7,000 articles on MarketingSherpa.com and has hosted the largest vendor-neutral email conference from 2005 to 2015.

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.

By partnering with business leaders from Fortune 500 organizations and other businesses with a high volume of data and transactions, MECLABS has customer-first practices that lead to business success, resulting in a patented methodology. MECLABS is dedicated to taking an academic approach to improving the discipline of marketing by teaching its discoveries

through workshops, online learning and the development of a graduate-level program.

MECLABS Institute has two publishing subsidiaries — MarketingExperiments and MarketingSherpa — that publish experiments and provide insights to the marketing community.

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