

MarketingSherpa Summit 2017 Opens Call for Speakers

Seeking Digital Marketers to Share Actionable, Customer-First Marketing Case Studies and Successes

JACKSONVILLE, Fla., March 16, 2016 /PRNewswire/ -- [MarketingSherpa Summit 2017](#) has opened its Call for Speakers for marketers and industry experts to present their most successful digital marketing strategies, case studies and campaign insights.

MarketingSherpa Summit 2017 will be held February 13-16, 2017 at the Aria Resort and Casino in Las Vegas. Summit is the go-to forum for proven, practical and actionable customer-first marketing education from successful digital marketers and industry experts.

The Call for Speakers (<http://marketingsherpa.com/cfs>) will remain open through June 17, 2016, and seeks to showcase the best in digital marketing success stories. All submissions will also be considered for the 2017 MarketingSherpa Awards.

MarketingSherpa Summit 2017 will cover topics and specialties spanning many facets of marketing including email, mobile, digital, data, content and social media marketing. Attendees will discover how-to details and strategies for measurable digital marketing success from their marketing peers.

"Our goal is to share inspirational stories of customer-first marketing. For last year's Summit, we received 319 applications, and we look forward to reviewing the stories marketers share with us this year," said Daniel Burstein, director of editorial content, MarketingSherpa. "For Summit 2017, we are looking for stories of how marketers transformed their organizations to better serve the customer while delivering sustainable business results."

In addition to getting to share their successful campaigns with more than 1,000 of their peers, all speakers selected to present onstage will receive a complimentary ticket to Summit. In addition to their trophy, award winners will receive travel reimbursement and a free three-night stay at the Aria Resort and Casino along with a complimentary Summit ticket for them and one guest. For more information, visit the MarketingSherpa 2017 Call for Speakers at <http://marketingsherpa.com/cfs>.

About MarketingSherpa

Based in Jacksonville, Florida, MarketingSherpa — a subsidiary of MECLABS Institute — is a publication specializing in reporting on what works in all aspects of marketing (and what does not). These 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 2005-2015.

About MECLABS Institute

Founded in 1997 and based in Jacksonville, Florida, MECLABS Institute is the world's largest research institute dedicated to discovering how people make choices.

MECLABS has been involved in direct Research Partnerships with companies throughout Asia, Europe and the Americas since 2001. As an institute focused on offer-response optimization particularly in the field of value exchange, the Institute 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' two publishing subsidiaries — MarketingExperiments and MarketingSherpa — publish experiments and provide insights to the marketing community.

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