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2018 Exhibitor And Marketing Guide

EXHIBITOR Magazine has selected the following panel of marketing- and event-industry experts to jury the 19th Annual a href="" target="_blank" Corporate Event ...

EXHIBITOR Magazine Announces Jury Panel for 19th Annual Corporate Event Awards

Welcome to our 2018 The Photography Show Exhibitor's Guide. We have created this tool ... you get everything you need to create a competitive marketing package to offer to your clients.

The Photography Show 2018 Exhibitor Guide

Now comes the hard part—finding your first real-world job. The marketing and media industry is chock-full of young talent looking to score a coveted gig, and the competition is fierce.

The 2018 Graduate's Guide to Marketing and Media

SecurEnds, a risk and compliance management startup leveraging AI and machine learning, has raised \$21 million in venture funding.

SecurEnds raises \$21M to manage risk and compliance

Every day, through multiple mediums, we see advertisements. It 's estimated that we 're exposed to between 6,000 and 10,000 ads ...

Persuasive Techniques In Advertising: Your Guide to Proven Tactics

Visit Seattle and Intentionalist have entered a partnership to further amplify and support small businesses and diverse local communities in the Seattle region, a goal which intersects ...

Visit Seattle Announces Partnership with Intentionalist to Support Small Businesses and Diverse Local Communities

Roberto Torres is proud to offer his newly released book, The Local Marketing Handbook. This book shows the importance of marketing within a business's local community, discussing the context of ...

'The Local Marketing Handbook' Helps Local Businesses Market Themselves

Brian Nolan has been appointed Executive Vice President and EVP, Marketing, at Motown Records. In the new role, Nolan joins the UMG-owned label 's executive leadership team. As such, he will help guide ...

Brian Nolan appointed Executive Vice President and EVP, Marketing at Motown Records

Travel is back, and summer sojourns are in full swing. Exciting, yes, but the joy of adventure is tempered with a bit of worry and confusion about varied restrictions, rules, and regulations. To help ...

Summer Sojourn Essentials: A Guide to Traveling with CBD

Leveraging data to inform direct marketing campaigns (both direct mail and digital) is more important than ever, and savvy marketers are using advanced analytics to target audience segments right down ...

Why Leveraging Data is Key to Driving Direct Marketing ROI

How to measure corporate responsibility | The debate over ESG 's effectiveness | The future of sustainable investing Global corporations virtually never lose shareholder votes on how to govern their ...

A guide to ethical investing

Our quarterly analysis highlights the charts and data that matter to investors in corporate credit and emerging market debt.

Schroders Credit Lens: your go-to guide to global credit markets

The Irish Thoroughbred Breeders' Association has announced Connolly's Red Mills as partner for the ITBA Expo 2018, which will take place at Goffs on January 26 and 27. The expo will bring together ...

ITBA Expo 2018 to take place at Goffs on January 26 and 27

Celebrity investors in esports hail from a wide variety of backgrounds but none so prevalent as those from the world of traditional sports.

A guide to: Celebrities in esports – football, basketball and sports

In Historic Filipinotown, a look at how neighborhood groups are getting in front of new projects and property owners early to encourage community benefits.

In An Effort To Guide Changes To Their Neighborhood, HiFi Community Organizations Take The Initiative

No wonder a 2018 McKinsey analysis of more than 400 advanced use cases showed that marketing was the domain ... AI will target ads at them and can help guide their search. We see this happening ...

How to Design an AI Marketing Strategy

Kirsty kicked off Ignite London with an enlightening session about Sage 's TikTok campaign, which became the first B2B brand to run a campaign using the popular platform. How did this bold choice play ...

Ignite London 2021: Key learnings and takeaways, and where to go to watch on-demand

There are plenty of places for wine travelers to explore. Learn where to go in Georgia, Croatia and other European destinations.

Ancient Amorphae and Island Vines: Five Alternatives to Western European Wine Vacations

The Healthy Colorado Initiative , a partnership of the Colorado Forum and The Nature Conservancy in Colorado, today released Driving Change – The Colorado Employer 's Guide to Green Mobility . The ...

Healthy Colorado Initiative Releases Driving Change Guide

Quiz any points and miles guru about their favorite type of rewards and they 'll all say the same thing: transferable currencies. These points are a jack-of-all-trades, making it easier to nab the ...

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