nemoa

HARNESS THE POWER OF
PRINT + DIGITAL MARKETING

SHARE YOUR STORY — BECOME A SPEAKER!

FALL SUMMIT
SEPT 11–13, 2019 · CHICAGO

BRING ON YOUR GAME-CHANGING IDEAS!

Do you have a **disruptive strategy** that's working for your marketing program? Can you tell an **inspirational** re-branding story? Are you integrating print and digital marketing in **innovative** ways? We want to hear from you!

We are seeking new ideas that help brands decide how to best spend their marketing budgets in a complicated and ever-changing world. NEMOA attendees crave fresh content with actionable takeaways.

We're especially interested in proposals which include case studies and willingness to share real results—successes and failures alike. Supplier/vendor companies **must** have a merchant/retailer co-presenter.

GENERAL SESSION TOPIC EXAMPLES

- Creating a Disruptive Catalog Program
- Using Print Successfully in a Digital World
- Integrating a Cross-Channel Brand or Product Campaign
- Social Media and Analytics
- The Path to Exponential Growth
- Business Intelligence Tools and How to Choose Them
- Unique Creative and Messaging
- New Techniques For Increasing Email Effectiveness
- How to Measure and Allocate Across Channels
- Making Marketplaces Work
- Unique Ideas For Acquisition and Retention
- Merchandising For Growth
- The Future of Marketing: AR, AI, and More

ABOUT NEMOA

NEMOA's mission is to educate, connect, and inspire multi-channel direct marketers so they can evolve their marketing strategies, overcome challenges, and grow their businesses.

Our two educational summits each year allow direct marketers to share, learn, and connect in a non-selling environment. NEMOA summit attendees come from all across the US, Canada and Europe; they are catalogers, retailers, e-marketers, suppliers, and more.

For more information, visit NEMOA.org.

KEY DATES

DUE 5/17/2019: Session Title, Summary, Headshot & Bio

DUE 8/12/2019: First Draft of Presentation

DUE 9/3/2019: Final Presentation PowerPoint

IMPORTANT NOTES

- Sessions are keynote/general session style, in a ballroom in front of our full summit audience.
- Sessions are 45 or 60 minutes in length, including Q&A.
- Summit registration is free for all speakers.

RECENT SUMMIT PRESENTATIONS

- Institutionalizing Innovation as an Organizational Imperative to Drive Growth
- You're Not Too Busy to Make Great Content
- How Consumer Behaviors Disrupt Business as Usual
- Leveraging Your Brand in the Complex Online Ad Space
- How to Leverage Data and Analytics to Understand the Value of an Omnichannel Approach
- How Will Leading Catalogers Address the Future?
- Balancing Expression & Business: A Creative Entrepreneur's Guide
- The Journey Back to the Customer
- Direct Mail Done Better
- The Psychology of Email Response
- Augmented Reality: The Rise of Digital Twins
- The Amazon Opportunity
- Busting The Catalog Mindset

Interested in speaking? Email admin@nemoa.org today!

RECENT SUMMIT PRESENTERS

99 Cent Razor
Bella Luna Toys
Boden
Design Toscano
Dover Saddlery
Fairytale Brownies
Google
Indrio Brands
Keds
King Arthur Flour
Knock Knock
Lovepop
Lovesac
MacKenzie-Childs
Oberson
Road Scholar
Sporty's Pilot Shop
Silver Star Brands
SmartPak Equine
Spoonflower
The Grommet
The Vermont Teddy Bear Co.
Yankee Candle Company
Z Gallerie

RECENT SUMMIT MERCHANT ATTENDEES

1-800-HOMEOPATHY
Actegy Health Inc.
Allen Edmonds
Allergy Buyers Group
American Mint
AmeriMark Direct
Amway Corp.
Annie Selke
Artifact Uprising
ASICS Corporation
Batesville Casket Company
Baudville
Beacon Athletics
Becker's School Supplies
BJ's Wholesale Club
Bluestem Brands/Appleseed's
Brylane Home
Burpee Seed Company
C & J Clark America
Challah Connection
Charles Tyrwhitt
Cheryl's Cookies
ChurchSource
Coldwater Direct
Colony Brands
Colorblends Wholesale Flowerbulbs
Country Casual Teak
Crate & Barrel
Crestline
Cross Jewelers
Cuddledown
DDC Diagnostics
Direct Checks Unlimited Sales
Distinctive Apparel
Dr. Leonard's
Earth Sun Moon Trading Company
Engineering Services and Products Company
Enstrom Candies
Fabulous Furs
Fitness Finders
Franklin Planner
FULLBEAUTY Brands
Grainger
H2O Wear
Hammacher
Harbor Sweets
Harvey Performance Company
Heart To Home Meals
Hello Fresh
Hodges Badge Company, Inc
Honeywell
Hoss Tools
Integrated Marketing Solutions
Iowa80.com
J. Jill
Jackson & Perkins Park Acquisitions
James Avery Artisan Jewelry
Jockey
K-Log
Kiefer Aquatics
L.L.Bean
Legal Sea Foods
LEGO
Lenox Corporation
Littleton Coin Company
Matthews 1812 House
Michael Schuster
MMP Living
MOO
Morinda
Mystic Stamp Company
Natchez Shooting Supplies
National Collectors Mint
Natural Life
New Braunfels Smokehouse
Nueske's Applewood Smoked Meats
Paper Source
Paul Fredrick Menstyle, Inc
Physicians Mutual Insurance Company
Plow & Hearth
Potpourri Group
Prairie Moon Nursery
Prudent Publishing
Publishers Clearing House
Renoviso
Revival Animal Health
SABRE Red
Savannah Bee Company
Schawk
Schneider Saddlery
Serious Brands
Silver Star Brands
Smithfield Specialty Foods Group
Smithsonian Enterprises
Specialty Commerce Corp.
Stark Brothers
Strawberry Hill Povitica
Swanson Health
Talbots
Tectra
Territorial Seed Company
The Bradford Exchange
The Folio Society
The Orvis Co.
The Vermont Country Store
Tracksmith
Trainers Warehouse/Office Oxygen
U.S. Longevity Institute
Uline
UncommonGoods
Uno Alla Volta/Stony Creek Brands
Valley Vet Supply
Vineyard Vines
Vital Choice SPC
Wentworth Wooden Puzzles
White & Warren
Who's There Group
Winston Brands Inc.
Wisteria
Wolverine World Wide

Interested in speaking? Email admin@nemoa.org today!