

# Join Us In Raising The Awareness Of Global Branding & Global Digital Media Best Practices



brand2global

Conference For Global Marketers

## MEDIA PARTNERSHIP OPPORTUNITY

**THE IMPORTANCE OF BRAND  
IN A GLOBAL DIGITAL WORLD (DAY 1)**

**GLOBAL CUSTOMER ENGAGEMENT (DAY 2)**

In today's global economy customer data is a commodity - what matters most is how companies leverage global customer data to deliver a full spectrum of customer experiences that build trust, empowerment, community, curiosity and emotional bond leading to global brand advantage.

**Brand2Global 2016 invites global marketers,  
digital media mavericks, brand-makers,  
innovators and entrepreneurs to  
rethink global branding and digital marketing.**

**Silicon Valley, California**

September 28 - 29, 2016

### LAST YEAR'S SPEAKERS INCLUDED REPRESENTATIVES FROM:

Gotta Brands	Tata Elxsi
Facebook	Cisco
Pinterest	Lionbridge
IBM	Common Sense Advisory
Nestlé	AkzoNobel
Dell	Econsultancy
Google	Across Systems
BAND-AID	Brandgarten
Nielsen	Prezi
Brand Affairs	Adludio
Manpower Group	Lawless Guides
Schneider Electric	Lewis PR
Bynder	Conversis

[www.brand2global.com](http://www.brand2global.com)

# YOUR OPPORTUNITY:

Brand2Global is a conference for professionals who drive global marketing activities.

Through being a Media Partner for the conference you will link your organization to a unique global network of thinkers, leaders and doers in the field of global marketing and business.

As a gathering of representatives from business and other stakeholder groups - this conference is the place to be for any organisation aiming to position itself as a leader in the field of Global Marketing.

We are thankful to organizations like yours that are helping to increase awareness of global marketing issues. We truly hope you will join us in this global project.

As a Media Partner of Brand2Global, we seek your assistance with outreach and PR activities.

## **This would entail:**

1. Sending emails to your mailing lists, promoting your special Brand2Global discount.
2. Including stories and details about Brand2Global in your newsletter/mailings
3. Issuing press releases highlighting our collaboration.
4. Spreading the word about Brand2Global through social media.
5. Including the Brand2Global logo on your website, with a link to Brand2Global.com.

We will send you communications materials on a regular basis that you can use for this purpose. We expect you to cover at least 4 of the above-listed possibilities.

## **In return, we will do the following:**

1. We will offer an exclusive 10% discount code to your membership/subscribers.
2. Profile you and include your logo in various locations on Brand2Global.com and on our social accounts.
3. Link directly to your company website from Brand2Global.com.
4. Mention you in social media communications and press releases.
5. Opportunity to author a post on the Brand2Global insights blog.
6. Display your logo onsite during the conference.



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For any questions on the role your company could play at the Brand2Global Conference, please contact:

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