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## Brand Marketing Summit

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**Date :** Oct 24, 2018 - 08:00 AM

**Event URL :** <http://www.nyeeventslist.com/events/brand-marketing-summit-oct-2018>

**Organizer :** Incite Group

**Venue :**

**Location :** New York Marriott at the Brooklyn Bridge|New York, US,  
New York, NY, US, ZIP: 10001

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### **The Most Senior Brand-Focused Marketing, Digital and Social Media Summit is back!**

Marketing is Dead, Engagement is Alive. As marketers we must deliver impactful interactions that deliver a clear brand purpose and narrative - be a part of the evolving conversation at this year's Brand Marketing Summit NYC. 500+ attendees across marketing, digital and social media will join forces to reinvent their marketing strategy working towards one common goal... **CUSTOMER ENGAGEMENT**

## **Incite Group 2018 Mission Statement**

Marketing is dead, engagement is alive. Your customer is now taking control of the channels and messages they engage with, creating their own unique and personalized experiences. With Marketing, Digital and Social Media led by the CMO we all must come together to take a radical step forwards to be the face of, and driver for, the entire business.

The future of marketing must deliver impactful interactions that deliver a clear brand purpose and narrative. With customer & data led engagement at the heart of the CMOs priorities, we must bring all marketers together to evolve the conversation at this year's Brand Marketing Summit.

The Summit will deliver a curated high-level conversation for CMOs and their teams to strategize and execute the next steps for your marketing strategy. Globally renowned brands will showcase how they have reinvented themselves for a new customer, developed data driven strategies for deeper customer knowledge and delivered unique customer conversations that cut through the noise

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

Join this marketing evolution as we all join forces to reinvent strategy and engage our customers in new ways

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**Event Categories** : BUSINESS & MANAGEMENT CONFERENCES,