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Wk 9: eMetrics Mktg Optimization Summit



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Author

Message

03/06/2012 02:45:55 PM

Subject: Wk 9: eMetrics Mktg Optimization Summit



Mimi Will

As our course comes to an end this month, we will want to continue following professional meetings, workshops, events, conferences, publications, networking events, etc.

Last edited: 03/06/2012
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Messages: 107
Location: Bay Area

For starters, this week in San Francisco, the **eMetrics Marketing Optimization Summit** is in progress, 3/4-9 at Marriott Marquis on leveraging customer data to drive business strategy. -- Got \$45 to 3,700 to spend?

Home page with speakers' pics is at:

<http://www.emetrics.org/sanfrancisco/>

Their agenda at a glance is at:

http://www.emetrics.org/sanfrancisco/2012/agenda_overview.php

(notice how their website is designed in 2 orderly frames with links at top and bottom)

Subtopics included are the **Conversion Conference West on 3/5-6**:

<http://conversionconference.com/ccw12-home.html>

[See the full 2-day agenda](#) at

<http://conversionconference.com/ccw12-agenda.html>

and **Demand Con on 3/5-7** (world's first conference dedicated to managing the complete sales funnel, top to bottom at:

<http://www.demandcon.com/>

(notice how their website is designed in 3 orderly frames with links at top and bottom)

What's **Predictive Analytics World** conference about?

<http://www.predictiveanalyticsworld.com/sanfrancisco/2012/>

[Thought Points for Discussion/Comments](#) about Web Marketing:

- consider their website design layouts (frames, colors, visuals with links, affiliate advertising, etc.) -- which do you like/why?

- did anybody download the White Papers at lower left of eMetrics page or look at the videos or what bloggers say?

Post Reply to share what you found interesting!



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