

Media Alert — July 24, 2014

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MobCon 2014 Where Mobile Minds Connect

MobCon 2014, a fast growing mobile strategy event in Minneapolis on November 13-14 at the Hyatt Regency, expects upwards of 700 executive level attendees with decision making authority at this event. This conference was created to serve executive business and mobile professionals in the corporate, mid-sized businesses and start-up organizations. Mobile thought leaders from around the country will convene and discuss the overriding theme of this conference in how mobile is transforming business. MobCon will include keynote sessions, break-out sessions with four mobile tracks to select from including: Innovative Strategy, Integrated Marketing, Advanced Technologies, and Highlighted Successes. A mobile application contest, MobDemo with \$50,000 awarded in prizes, exhibitor hall, gourmet meals and snacks, and a networking reception are additional highlights of MobCon.

Media Announcement: Just Announced - Forrester Research, Inc. Keynoting at MobCon 2014!

Attendees will have the pleasure of hearing Josh Bernoff, senior vice president, idea development at Forrester Research and author show the mobile mind shift and how to get what you want in moments of need, how mobile moments define your new business opportunity and explain the four-step IDEA process for mobile strategy.

Josh joined Forrester in 1995. In 1996, he created the Technographics® segmentation, a classification of consumers according to how they approach technology. Forrester has used this segmentation as the basis of its consumer research offering, also called Technographics, since 1997. Josh is also known for 10 years of analysis of the television industry. For 14 years, prior to becoming a Forrester analyst, Josh was prominent in technology startups, including Course Technology, MathSoft, and Software Arts. Josh has a bachelor's degree from The Pennsylvania State University and a graduate program in mathematics at MIT.

Josh's research, analysis, and opinions appear frequently in publications like The New York Times and The Wall Street Journal. He writes a column for Marketing News, a publication of the American Marketing Association, and blogs for Forrester and Advertising Age. An author of several books including "The Mobile Mind Shift: Engineering Your Business to Win in the Mobile Moment". Josh has keynoted major conferences on television, music, marketing, and technology in Barcelona, Spain; Cannes, France; Chicago; London; New York; Rome; Tokyo; São Paulo, Brazil; and Seoul.

Venue and Dates: November 13-14 at the Hyatt Regency Hotel, Minneapolis MN

Bonus: Complimentary breakfast, lunch, and snacks served both days and networking reception

Register: Online at www.MobCon.com today to receive \$100 off registration with the early bird discount.