

## Media Alert — August 14, 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 - Twitter Keynoting at MobCon 2014!

Brent Herd, Director of Southeast U.S. at Twitter, will give the opening, November 13 keynote address at MobCon, with a multimedia-enriched presentation that uses video and photo examples from movies, television, and real-life events to illustrate the power of Twitter and how brands can use their platform to their advantage. Attendees will learn why Twitter has a vast, international reach that produces 1 billion tweets from its users every two days.

Brent is The Director of Southeastern U.S Sales for Twitter and is responsible for all Southeastern revenue and business partnerships on the Twitter platform. Most recently, Brent served as Senior Vice President at ShareThis and Brent established himself as a leader in the South as he helped grow online revenue and introduced innovative partnerships for the combined AOL – Advertising.com entity.

Brent began his career at Yahoo! In 1998 in NYC. In 1999 Brent moved to Atlanta with Yahoo! and was given the Yahoo! Super Star Award in 2001, the highest distinction a Yahoo! Employee can earn. Brent has served on the AIMA and Ad Council boards. He has a BS in Marketing from The University of North Carolina @ Wilmington.

Currently, Brent lives in Atlanta with his wife Carolina and his two sons. Brent enjoys spending time with his family, golfing and general aviation - he received his pilots license in 2004.

**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](http://www.MobCon.com) today to receive \$100 off registration with the early bird discount.