

Media Alert — August 23, 2014

Media Contact: Terri Foster - Team Coordinator
612.466.4936 | 218-821-0444
terri.foster@mobcon.com



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 - Pam Didner, Global Content Marketing Strategist at Intel and Author, is guest speaker and do a book signing at MobCon.

Pam Didner, selected as one of BtoB's Top Digital Marketers in 2011 and 2012, is an author, speaker and global content marketing strategist. Her new book, "Global Content Marketing", is the first content marketing book to offer a complete process to scale content across regions. Didner is an expert in creating successful global marketing plans that meet local marketing needs.

As a former Global Integrated Marketing Manager for Intel, Didner has led Intel's Enterprise product launches and worldwide marketing campaigns. She developed and managed Intel's worldwide Enterprise and Small Business Strategies. She also provided strategic guidance on audience development, messaging architecture, editorial planning, content creation, media buys and social media outreach on a global scale. She also shares her marketing thoughts on www.globalcontent.marketing and contributes articles to the Huffington Post, Daily Crowd Sourcing, Relevance.com, and other publications.

Pam's MobCon session will help attendees create a 'mobile-first' content marketing strategy. Learn how we are part of the 75%, the 44% and the 110 club. About 75% of Americans bring their phones to the bathroom. Approximately 44% of us sleep with our cell phones by our sides. We check our phones more than 110 times a day. We consume content using our mobile devices. Attendees will learn principles to follow when creating a strategy focused on mobile marketing, challenges of implementing a mobile-first content marketing strategy, and be given a step-by-step process to kick off the content planning process. Pam will be available after her session to sign books, but a limited quantity is available.

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.