

# AMERICAN MARKETER

Business at its best

MEDIA/PUBLISHING

## Introducing American Marketer

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*American Marketer will hold the torch for the best ideas and insights in marketing*

By MICKEY ALAM KHAN

For a \$500 billion spending category that has been totally upended and spoiling for more, marketing has surprisingly few big-picture, idea-driven, problem-solution conferences or webinars nationwide. *American Marketer* aims to change that.

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Through insightful, networking-oriented conferences and incisive webinars, we will help business leaders such as you better shape strategy, tactics and execution in your customer acquisition, retention and reactivation efforts.

As the founder of *Mobile Marketer* and *Mobile Commerce Daily*, it was my privilege and my colleagues' to cover the transition from traditional brand-led marketing and retailing to a world shaped by mobile-empowered consumers. When we sold the two publications, we kept the events, webinar, awards and podcast business all of which is now officially rolled into *American Marketer*. Hence why you are hearing from us now.

Coming up

We kick off our conference calendar Sept. 25 with *AMCX: Customer Experience*, a brand-focused customer experience summit in New York. Speakers include senior executives at Apple, Piaget, Forrester Research, InterContinental Hotels' parent IHG, Ritz-Carlton Leadership Center, Christie's, South Coast Plaza, UBS, Taj Hotels' The Pierre, IBM, Magellan Jets, Gaggenau, Altiant, Shanker Inc., Customer Experience Group and the Luxury Institute all bywords for exquisite customer experience. [Please click here to register seating is limited to 100.](#)

Two other conferences that will return in a new and refreshed format are the *6th annual FirstLook: Strategy 2020* conference on Jan. 15 and the *7th annual Mcommerce Summit: State of Retail* in June.

The flagship *American Marketer Summit: State of Marketing* will make its inaugural debut in April 2020, *AMCX: Customer Experience* is back in September 2020 and the *Women Marketing Leaders Summit* launches in October 2020.

The *American Marketer Awards*, whose call for nominations goes out in early fall, will honor excellence in marketing and retailing across all channels.

Descriptive and prescriptive in nature, our free webinars will deliver an overview of the market opportunity or

challenges, offer alternatives on the best way forward, cite examples of brands getting it right and how, and top it off with best-practice tips from experts in the field. It is a model that has worked remarkably well for our sister brand *Luxury Daily*, which is the world's leading luxury business publication.

Meanwhile, our site at [AmericanMarketer.com](https://AmericanMarketer.com) will accept thought-provoking, vendor-neutral opinion pieces from leaders in marketing, retail, media, mobile, digital and research. Please contact me at [mickey@napean.com](mailto:mickey@napean.com) with your opinion-piece pitch.

Want to promote your company's webinars, podcasts, events or awards directly to our list? Or want to sponsor our *American Marketer*-produced conferences and webinars, and collect all the leads? Feel free to contact [ads@napean.com](mailto:ads@napean.com) for sponsorship details. Feel free to [subscribe](#) to our newsletters to stay in the loop.

WE HOPE *American Marketer's* brand-focused events and webinars become a valued and trusted source of knowledge, analysis and leads. [Join us](#). Our goal is to help you navigate through change, and come out the better.

[Mickey Alam Khan](#), founder, *American Marketer*

[Please click here to access \*American Marketer's\* 2019-20 editorial calendar](#)

[Please click here to register for \*American Marketer's\* AMCX: Customer Experience conference in New York Sept. 25, 2019](#)

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