

AMERICAN MARKETER

Business at its best

EDITORIAL CALENDAR

Editorial calendar for 2019-20

June 26, 2019



Editorial calendar for the year: Marketing as both art and science, with plenty of thought-provoking ideas and actionable insights delivered via webinars and events. Image credit: Palm Springs Art Museum

By STAFF REPORTS

Listed below are conferences, webinars and awards covered, partnered with or hosted by American Marketer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

American Marketer will also this year co-produce with sister title Luxury Daily a conference on customer experience, *AMCX: Customer Experience* (also known as *LuxeCX* for Luxury Daily). In addition, American Marketer will run frequent webinars on key industry issues and sectors.

Events highlighted in bold are American Marketer or sister title Luxury Daily produced

2019

Jan. 13-15: **NRF 2019: National Retail Federation's 108th Annual Convention & Expo, Retail's Big Show**, Jacob K. Javits Convention Center, New York. *American Marketer* covers

July 31: American Marketer webinar: State of Mobile Marketing, Mcommerce and Payments

Sept. 19: American Marketer webinar: Holiday 2019 Outlook: Expectations and Preemptions

Sept. 25: **American Marketer's AMCX: Customer Experience conference**, UBS Building, 1285 Avenue of the Americas, 14th Floor, New York, NY 10019

Oct. 16: American Marketer webinar: Marketers to Watch 2020

Nov. 6: American Marketer webinar: State of Media, Social and Content Marketing

Dec. 11: American Marketer webinar: Marketing and Retail Outlook 2020

Dec. 12: American Marketer Awards 2019: Marketer of the Year, Retailer of the Year, Publisher of the Year, Digital Marketer of the Year, Agency of the Year, Market Researcher of the Year, Marketing Leader of the Year, Futurist of the Year and Marketing Book of the Year

2020

Jan. 15: *American Marketer's* 6th annual FirstLook 2020: Experience Over Ownership conference focused on the

outlook for marketers, marketing and retail, UBS Building, 1285 Avenue of the Americas, 14th Floor, New York, NY 10019

Jan. 30: American Marketer webinar: Holiday Lookback: What Worked, What Didn't, Lessons Learned and Next Steps

Feb. 27: American Marketer webinar: State of Mobile Marketing, Mcommerce and Payments

Early April: *American Marketer's* 1st annual American Marketer Summit: State of Marketing, venue TBA

April 22: American Marketer webinar: State of Media, Social and Content Marketing

Early June: *American Marketer's* 7th annual Mcommerce Summit: State of Retail, venue TBA

Sept. 17: American Marketer webinar: Holiday 2020 Outlook: Expectations and Preemptions

Late September: *American Marketer's* 2nd annual AMCX: Customer Experience conference, venue TBA

Oct. 15: American Marketer webinar: Marketers to Watch 2021

Late October: *American Marketer's* 1st annual Women Marketing Leaders Summit, jointly announcing the *Most Powerful Women in Marketing 2021 honors*, venue TBA

Dec. 3: American Marketer webinar: Marketing and Retail Outlook 2021

Dec. 9: American Marketer Awards 2019: Marketer of the Year, Retailer of the Year, Publisher of the Year, Digital Marketer of the Year, Agency of the Year, Market Researcher of the Year, Marketing Leader of the Year, Futurist of the Year and Marketing Book of the Year

American Marketer reserves the right to change the dates or venues of any event or webinar at its discretion

© 2020 Napean LLC. All rights reserved.

American Marketer is published each business day. Thank you for reading us. Your **feedback** is welcome.