

2013 Marketing Agency Conferences

Event Name	URL	Event Description (From Event Websites)	Location	Date	Twitter Hashtag	Twitter Handle	Pass Price	Attendees (As Described on Event Website)
ReCources 10th Annual New Business Summit	http://www.recources.com/new-business-summit-2013	Join 100 other firms in this annual tradition of starting the year off right with your positioning, marketing, and selling. The sessions are a mix of presentation, hands-on exploration, exercises, & roundtables. You'll learn how your firm should be positioned, what your role should be, how to perform that role flawlessly, how to adjust for your own strengths/weaknesses as you deal with prospects, and how to make the most of the marketing assets at your disposal. Most importantly, you'll learn how to develop a thought leadership position that draws prospective clients to you.	Nashville, TN	Jan. 23-25	#nbs2013	recources	\$2,000	Agencies
YA2 — Your Agency Empowered	http://www.secondwindonline.com/seminar_details.asp?semid=14536	To stay competitive, agency owners and key managers need to regularly step back from their daily activities and evaluate their businesses. In addition to keeping up with current advertising trends and ever-changing client needs, agencies need to focus on what they are doing for their own businesses. Second Wind has identified six key trends that will enable agencies to empower their businesses in 2013 and beyond. These trends will alternately drive agency growth in unexpected ways; help your agency plan for the future; and help you build deeper relationships with clients and their customers. At YA2, we'll present these six critical trends during two days of intensive sessions. Join us in February if you're ready to empower your agency.	Lake Buena Vista, FL	Feb. 27-28	N/A	N/A	Second Wind members: \$1,525 Nonmembers: \$1,825	Agency owners and key managers
SXSW Interactive	http://sxsw.com/interactive	The 2013 SXSW® Interactive Festival will feature five days of compelling presentations from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders, the SXSW Trade Show and an unbeatable lineup of special programs showcasing the best new digital works, video games and innovative ideas the international community has to offer.	Austin, TX	March 8-12	#sxswi	sxsw	Interactive Badge \$895 through Jan. 11 \$995 through Feb. 8 \$1,150 walkup rate	Marketers, agencies, technologists, gamers, and others involved in interactive media
Transformation: The Idea Effect	http://4astransformation.com/	This annual thought-leadership conference will provide top-to-top conversations and idea exchange across the entire advertising community and its transformation, including new technology trends and shifts in the media workplace.	New Orleans, LA	March 10-13	#4AsTransformation	4As	Member Early - \$1,295 (Ends January 11th) Regular - \$1,495 Non-Member Early - \$1,695 (Ends January 11th) Regular - \$1,895	Advertising agencies
DigiDay Agency Summit	http://digidayagencysummit.com/	Digital media has taken agencies by storm. Both large and small shops must constantly evolve in order to stay afloat in the ever-changing environment. The traditional way of doing things no longer guarantees survival — in fact, it more than likely guarantees failure. At the Digiday Agency Summit, hear from those solving the problems — both old and new— with which agencies today are dealing and how they are working to move the industry forward.	Scottsdale, AZ	March 19-24	N/A	digiday	Agencies must request an invitation: http://digidayagencysummit.com/attend/	Top digital brand, media and agency executives, and technology providers.
iMedia Agency Summit	http://www.imediaconnection.com/summits/2864.asp	iMedia brings together agency elite to address concerns and formulate best practices at the helm of agency transformation. Join us for this exclusive 3-day event as we focus on agency evolution and media progression with an exploration of big data, the balance between creative strategy and media technology, consumer platform innovation and the talent necessary to respond to today's digital marketing dynamics.	Austin, TX	May 5-8	TBD	iMediaTweet	Attendees requesting invitations are selected through a review process: http://www.imediaconnection.com/SFDC/WebToLead.aspx Summits are free to selected/qualifying brand marketing executives and agency executives, including hotel room, all sessions, materials, receptions/meal functions and recreation.	Agency executives
2013 Mirren New Business Conference	http://www.newbusinessconference.com/	MIRREN LIVE is the annual event for agencies serious about taking immediate steps to improve their new business.	New York, NY	May 14-15	N/A	N/A	Registration opens January 2013	Agencies, clients and search consultants

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ADMERICA! 2013	http://www.aaf.org/default.asp?id=112	ADMERICA! connects all aspects of the advertising industry. Influential agencies, clients, media companies, suppliers, and colleges from across the country will address how to thrive in a recovering economy and how the changing culture of business and consumers is impacting our industry	Phoenix, AZ	June 5-8	TBD	aafnational	TBD	Agencies, clients and media companies.
Ad Age's Small Agency Conference	http://events.adage.com/saa2012/index.php?page=home	The Small Agency Conference is for small and mid-sized agencies to gather and discuss the unique challenges faced by this market. The event covers topics such as talent, new business, managing small businesses and emerging technologies.	TBD	July, TBD	TBD	adage	TBD	Any small creative, digital or media shop, and the marketers that work with them
Inbound	http://www.inboundconference.com/	The world's largest gathering of inbound marketers. Includes a full session track for HubSpot VARs.	Boston, MA	Aug. 19-22	#inbound13	hubspot	\$749 through Jan. 1 \$1,199 through March 31 \$1,349 through May 31 \$1,499 after June 1	Inbound marketers, agency professionals and HubSpot VARs
Content Marketing World	http://contentmarketingworld.com/	Content Marketing World is the one event where you can learn and network with the best and the brightest in the content marketing industry. You will leave with all the materials you need to take a content strategy back to your team – and – to implement a content marketing plan that will grow your business and engage your audience.	Cleveland, OH	Sept. 9-12	#cmworld	CMContent	All-Access Pass Super Early Bird - \$1,695 (Ends Dec. 31) Early Bird - \$1,830 (End March 31) Last Chance Early Bird - \$1,965 (Ends May 31) Regular Rate - \$2,235 (Ends Sept. 9) Onsite: \$2,495	Marketing/PR professionals who develops the strategy or handle the execution of content marketing initiatives.
BOLO 2013	http://boloconference.com/	In today's fast-paced world of fragmented media, enhanced targeting, instant feedback, new influencers and emerging technologies, agencies can't be content (or successful) with the norm. Relationships are no longer bought, they're earned. Success is no longer hoped for, it's expected. Are you proving to your clients that your agency is on the cusp of this re-norming paradigm shift? BOLO 2013 brings you the top talent, timely topics and tasty tonics you've come to expect (yeah, we alliterate). And since we like to keep things exclusive (yet another hipsterism we've taken to heart), seating is limited to 250 of our closest agency friend.	Scottsdale, AZ	Oct. 13-15	#BOLO2013	boloaz	Through March 31: \$799 Through Aug. 30: \$899 Through Oct. 9: \$1,099 After Oct. 9: \$1,299	Agency executives
The 3% Conference	http://3percentconf.com/	The lack of women in advertising is typically addressed as an after-thought, during the Q&A portion of a larger conference. Many times it is written off as a non-issue, such as during the 2011 Cannes Festival when Gail Heimann, Vice Chair of IPG's Weber Shandwick suggested that men are better wired for Madison Avenue with this quote: "It is highly testosterone-driven. Creativity is swagger." Yet the problem with a testosterone-driven creative universe is that it fails to motivate an estrogen-driven marketplace where women control 85% of consumer spending. The 3% Conference is all about remedying this age-old problem, and building the case for more female creative directors.	San Francisco, CA	Oct. 16-17	N/A	3percentconf	TBD	Female creative directors
DMA Agency Winter Executive Briefing	TBD	Produced by the DMA Agency Council for its members and other senior agency executives only, the DMA Agency Winter Executive Briefing is the event of the year for candid discussions on enhanced operations, improving performance and ROI. For the agency leader to stay competitive, this event is not to be missed.	TBD	TBD	TBD	TBD	TBD	Agency executives