



DATA POINTS

Harnessing Analytics and Measurement

December 3, 2018 | Grant Thornton Conference Center | NYC

Please contact:

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What's the Point?

Agenda: December 3, 8:30AM – 1:30PM

Hear from:

- Chief Data Officers
- Chief Digital Officers
- Chief Marketing Officers
- Chief Research Officers
- Security and Privacy Experts
- . . . and more

Topics on:

- Data integration
- First-party vs. third-party data
- Maximizing your audience
- Using data to predict behavior
- Better decision making
- Changes to data security and privacy
- . . . and more

To Learn:

- Current trends
- Proven success stories
- Best practices
- New legal requirements
- . . . and more

- **Plus, targeted networking:** Breakfast, Coffee Break & Lunch

Data Points: Harnessing Analytics & Measurement

Today's publishers need to harness the best data to grow their businesses while understanding the new privacy and security measures.

As a Data Points partner, you'll engage with media decision makers responsible for driving revenue across all platforms.

Interactive sessions and networking opportunities make this an ideal opportunity to build contacts and stand out from the competition.

Presenter

- Industry expert positioning on the event stage
- Case study presentation: 10-minutes with magazine media partner
- Extensive marketing of your presentation topic, company, speaker bio and headshot in emails, e-newsletters, social, in the program, online and on stage)

Partner

- 3 complimentary event registrations
- Access to pre- and post-registration attendee lists including name, title, company
- Thank you from the stage
- Full-page ad in the event program
- Logo on all event marketing materials/signage
- Company bio/key business contact information on event website
- Custom email to attendees post-event
- Sponsor marketing materials displayed onsite
- Management of event details by MPA

Pricing upon request

Data Points: Harnessing Analytics & Measurement

60+ curated magazine media decision makers focused on a particular topic

100%

Of attendees consistently report that the speakers/
topics are relevant to their jobs



Past Summits

WINTER 2018	Data Points
FALL 2018	Brand Power: Licensing
WINTER 2017	Brand Power
WINTER 2016	Driving Ad Revenue
FALL 2016	Driving Consumer Revenue

"Good, practical,
real information."

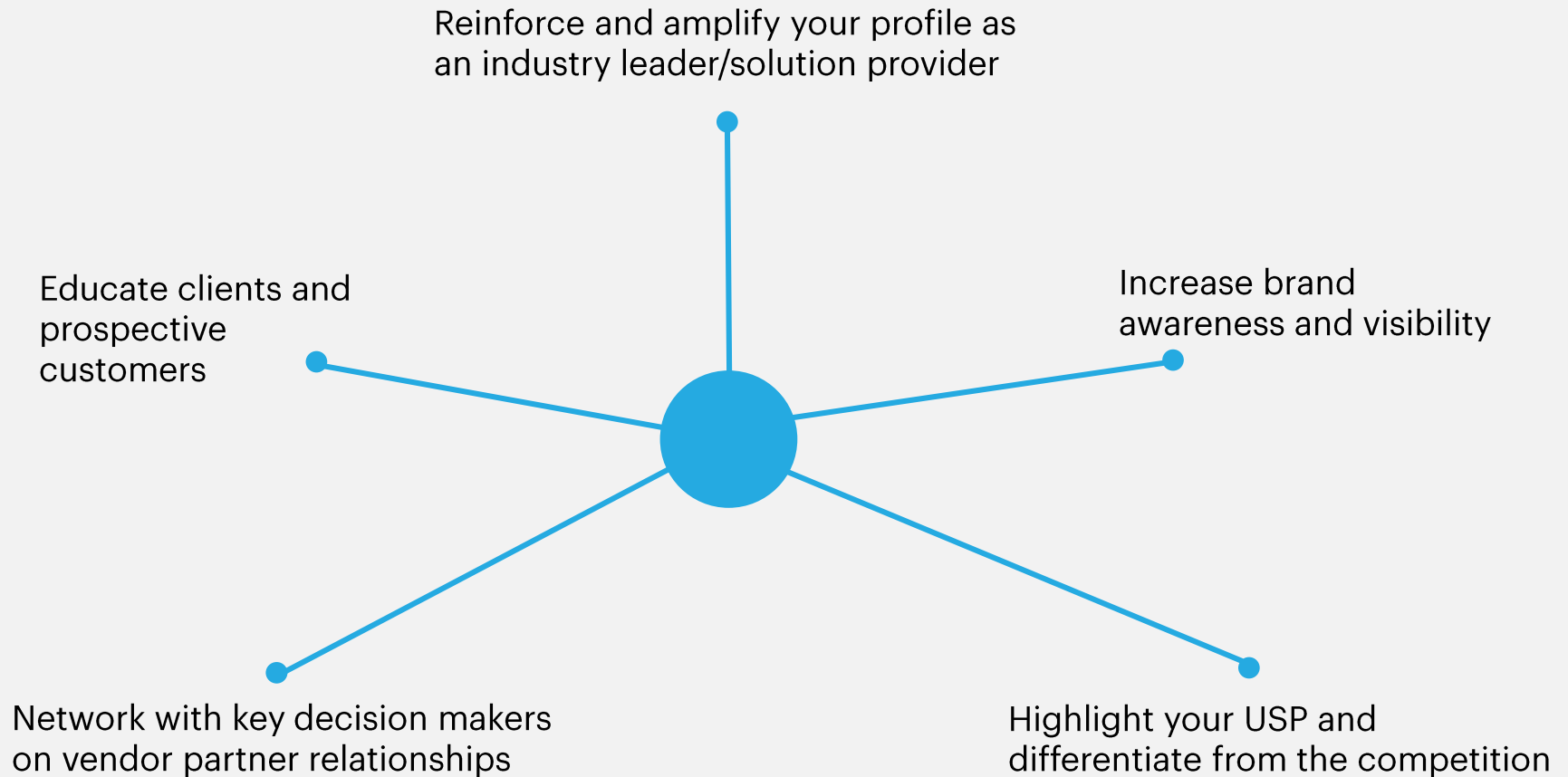
"An excellent meeting
overall: Good speakers
and information and
very appreciated
amenities
+ good pacing."

"This was a good
opportunity to learn
more than the basics
and how to strategically
integrate best practices
into business plans."

"Excellent
lineup of
speakers on very
relevant topics!
I immediately reported
back highlights to
others at my
company."

"Great event in
great venue."

Sponsorship ROI





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