



TrendSeeder and Davis+Gilbert TrendSense Panel | Proximity Marketing

TrendSeeder and Davis+Gilbert will host its third panel in our ongoing TrendSense event series. Earlier this spring, we explored the impact of social media influencers on building a brand and creating successful marketing strategies. This next panel will discuss the growing importance of proximity and beacon marketing on the evolving retail landscape

Session Overview

As brick and mortar retail continues to address key challenges in the face of an evolving consumer, proximity marketing provides an important outreach and data tool for brands. Experts from the retail, digital technology, agency and investment sectors will tackle this critical issue.

Panelists

Aruna Paramasivam, Data Acquisition & Partnerships, L'Oréal

Michael Lierberman, Chief Operating Officer, tenthavenue

Jason Luther, Head of Products, RetailNext

Chris Cunningham, Founder, C2 Ventures and Chief Revenue Officer, Unacast

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