

i media

Brand Summit

THEME: Nothing's broke, but not everything's working.

There's an old Chinese saying, "If we remain on the same path, we're likely to end up where we're headed."

This year's iMedia Brand Summit theme is all about taking a look at marketing and questioning what in fact is working. It aims to break the status quo and look at what's right in our industry and what's wrong. We all get into our own grooves and sometimes that's healthy and sometimes it's not.

When you have the head of P&G's Global Marketing demanding transparency from agencies and media players, it sets in motion a very robust conversation. Marc Pritchard wants to give the industry a shake, and we're going to dedicate the 2018 iMedia Brand Summit to doing the same thing.

Often it's a matter of trust. Trust in relationships, trust in common goals, trust in data, trust in our use of data and how we read it. With too many metrics, how do we become truly accountable for our efforts? Provocative subjects that need exploring.

We work in a vibrant, ever-changing industry that produces great successes and experiences enormous growth. As leaders, we need to own the future and the iMedia Brand Summit is where we can put shape around the direction we're headed.

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