

AMR INTERNATIONAL AND LIPPMAN CONNECTS  
ARE PROUD TO PRESENT

# TRANSFORM USA

data, analytics and digital in events

**JULY 20, 2017**

Following its successful Data and Digital Event Strategy Symposium in London, AMR International has partnered with Lippman Connects to present Transform, our inaugural conference in the US for data, analytics and digital in events.

Transform is exclusively for senior leaders responsible for data, analytics and digital development from US convention and exhibition organizers, venues and vendors.



**AMR**international.

**Transform**

JW Marriot, Washington DC, USA

**Thursday, July 20, 2017**

8.30am – 4.30pm

**Transform is a must-attend conference for senior leaders in the events industry. By addressing the ongoing issues and triggering new long-term thinking we will help you to plan your company's data, analytics and digital transformation.**

#### What you can expect

This is a unique opportunity to:

- Discuss your technology needs, trends and implications with a focus on data analytics and audience engagement
- Be inspired and take part in creative and innovative thinking, while discussing real world success stories
- Develop practical, actionable strategies that will keep you ahead

#### Topics on the agenda

Topics will include:

- Understanding your customer needs and expectations in the digital era
- How to provide a frictionless experience for customers
- How to use data to drive profitability and ROI
- How to foster a technologically innovative culture in your organization
- Navigating the event technology vendor landscape
- Showcasing leading edge event technology solutions

**“This conference has helped me to understand the future of technology in events, its potential impact on the industry and how we should react.”**

Delegate  
London event  
December 2016

#### Speaker faculty

Denzil Rankine and Sam Lippman will host the day and Denzil Rankine will provide AMR International's latest strategic view on Data, Digital and Analytics in the exhibitions industry. Keynote speakers and panel participants will include digital leaders and senior executives from the US exhibition industry. The faculty will also focus on speakers at the forefront of the tech revolution who can speak with experience as well as authority.

#### Who will be invited?

Transform will attract senior leaders from convention and exhibition organizers, technology providers and venues. The London event was attended by c-suite delegates from Reed Exhibitions, UBM, Freeman and many others.

#### Sponsorship opportunities

The conference will provide targeted exposure for sponsors, with exclusive gold and silver packages now available.

#### Want to find out more?

Contact Denzil Rankine or Sam Lippman  
Or visit our webpage at:  
[www.amrinternational.com/transformusa](http://www.amrinternational.com/transformusa)

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