

Trending Topics

Trending Topics: Consumer Electronics Show

We are taking a short hiatus from the Social Media Series to bring you our very own "tour" of the Consumer Electronics Show. CES, which takes place in Las Vegas every January, is the Super Bowl of the technology industry and the largest electronics trade show in the world. Attendance was at an all-time high this year and the show is quickly becoming a must-do for agencies and marketers looking to keep up with the fast pace of innovation and who value the meaningful connection between consumers and technology. The 2012 4-day gadget circus certainly lived up to expectations, with 2,700 companies showcasing 20,000 new products including the latest in connected TVs, smarter homes, gaming innovations, digital health, in-car technology and much more.

Representatives from GSD&M trekked through the 1.8 million square feet of exhibit space to take it all in, identify over-arching trends and what it all means to the marketing/advertising business.

When: **Thursday, February 23 from 10:00 a.m.–11:00 a.m. CST.** Please prepare to call in and log on about 5-10 minutes early so we can be ready to start at 10:00 a.m.

How to join: Click on this link: <http://gsdm.adobeconnect.com/digital> and "Enter as a Guest." There is no username or password to remember, but please provide your first and last name so we'll know who's attending. The dial-in number is **(888) 242-1836**, then type in the access code **5245923** when prompted.

Your Presenters



SAM BENNETT

Director of Digital Strategy

Sam Bennett plays a hybrid role at GSD&M, crossing account management and digital strategy.

She is a great example of the new "T-shaped person," with deep expertise in digital strategy with demonstrated capabilities across many other business and marketing disciplines.



OSCAR LLARENA

Information Architect/UX Designer

Oscar Llarena joined GSD&M last fall as lead Information Architect and made an immediate impact on every digital piece of business we have.

"Technology is an art." Oscar not only believes that statement, he's made a career out of it.



JANICE SUTER

Director of Digital Media Technology

Director of Digital Media Technology, Janice Suter has been with GSD&M for 16 years.

She has a passion for new and emerging media, that allows her to work closely with multiple departments in identifying opportunities to build clients' businesses by integrating digital media.

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