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iMedia Summits are one of the best places to obtain valuable industry knowledge, see great case studies and interact with the industry's top thought leaders.

- Babs Rangaiah,  
Vice President Global Media Innovation & Ventures  
Unilever

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See why iMedia Summits top Forbes' list of "Must-Attend Marketing Conferences for Leaders in 2014"

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### iMedia Brand Summit: Marketing in an Always-On World

September 7-10, 2014, Coronado, California

You're no longer a digital marketer. You're a marketer in a digital world. Silos that still exist within brand marketing departments neglect the new consumer reality and fail to capitalize on the tremendous opportunities related to truly integrated and omni-channel campaigns. This September, join senior brand marketers for three days to collaborate, network, break down barriers, and come away with future-forward insights to take back to your teams to implement right away. Brand marketers: don't miss the alumni-favorite Marketer-Only Meeting for a candid town hall discussion!

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### iMedia Breakthrough Summit: The Next Wave of Marketing

October 26-28, 2014, Atlanta, Georgia

In an industry where disruption is a constant, the iMedia Breakthrough Summit is where marketers go to gain perspective on breakthrough ways of doing business. This year's summit will focus not only on anticipating the future, but creating it. We'll empower you to do so with key approaches for forming groundbreaking partnerships, novel ways to restructure internally for innovation, the communication tactics that are necessary to foster change, as well as innovative marketing technologies to you get there.

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### iMedia Agency Summit: The Agency Redefined - Balancing Scale, Scrappiness & Innovation

December 7-10, 2014, Bonita Springs, Florida

Large and small agencies alike must be nimble in execution in order to meet their clients' desires for both innovation and scale. This December, agency leaders will converge to discuss the latest tools, tactics, and strategies for finding the right balance between experience and experimentation.

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#### dmg::events Board of Governors:

Pete Blackshaw, Global Head of Digital & Social, **Nestle**

Alan Cohen, Co-Founder, **Giant Spoon**

David Cohen, Chief Media Officer, **IPG**

Chris Curtin, Global Head of New Platform Marketing Transformation and Chief Digital Officer, **Visa**

John Durham, CEO & Managing General Partner, **Catalyst S+F**

Carolyn Everson, VP, Global Marketing Solutions, **Facebook**

Adam Gerber, VP, Sales Development & Marketing, **ABC Television**

Jeff Hayzlett, CEO, **The Hayzlett Group**

Kim Kadlec, Global Partnerships, **AOL**

Carol Kruse, Independent

Tara W. Levy, Managing Director, Global Ads Market Development, **Google**

Brian Monahan, VP, Marketing, **Walmart Global Commerce**

John Montgomery, COO, **Group M Interaction**

David Morgan, Founder & CEO, **Simulmedia**

Anne Murray, Senior Director Marketing Communications, **Southwest Airlines**

John Nardone, CEO, **x+1**

Peter Naylor, SVP, Advertising Sales, **Hulu**

Jim Nichols, VP, Marketing, **Conversant**

Alan Osetek, Global President, **Resolution Media**

## Future Events

- [iMedia Brand Summit](#) February 22-25, 2015, Amelia Island, Florida  
[iMedia Agency Summit](#) May 3-6, 2015, Rancho Palos Verdes, California  
**iMedia Entertainment Summit** June 2015, Southern California  
[iMedia Brand Summit](#) September 13-16, 2015, Coronado, California  
[iMedia Agency Summit](#) December 6-9, 2015, Scottsdale, Arizona

## Welcome to iMedia



## International Events

[View all previous events and coverage](#)



### iMedia Agency Summit (Malaysia)

August 25-27, 2014, Shangri-La's Tanjung Aru Resort & Spa - Kota Kinabalu

iMedia Agency Summit provides attendees to have the opportunity to rub shoulders with the key interactive agency leaders and explore, challenge and build the future of online interactive and digital media, and marketing in the region. The role of the agency in the ever-evolving interactive

media space is changing. The Summit will invite some of the most influential agency senior management and executives from leading online media companies and advertising service providers. The content lineup will include the core challenges affecting the Asia creative and media agency world, and our advisory board who represent the various stakeholders of the industry, will ensure that what is discussed is relevant and pertinent for all decision makers. Senior level executives get to re-examine strategies for their clients and their own businesses, gain a fresh vision of industry trends, and network with peers, senior personnel from publishers and technology service providers.

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### iMedia Brand Summit (Australia)

September 1-3, 2014, Intercontinental Sanctuary Cove Resort, Gold Coast, Australia

Brands are working harder than ever before to capture and retain consumers' attention, and brand marketers are constantly under pressure to find ways to creatively communicate their unique personality in order to stand out amongst the crowd. Simply put, brands need to come up with

new ways to breakthrough all the noise in their category to grow market share and retain their customer base. There are many ways a brand can position itself as breakthrough. Some brands focus on developing a breakthrough idea (e.g. Dove's Real Beauty campaign), others leverage their personalities to stand out from the crowd (e.g. Harley-Davidson), whilst others develop creative communications and harness emerging communications channels (e.g. Bat Kid Saves San Francisco). That's why this year's iMedia Brand Summit will focus on showcasing and discussing some of the world's most successful Breakthrough Brands. The 2014 iMedia Brand Summit program will be comprised of international and local keynotes, as well as interactive roundtables and breakout sessions, that have been created by brand marketers for brand marketers through an advisory board comprised of senior industry leaders.

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### iMedia Brand Summit (India)

Jeff Ragovin, Chief Strategy Officer, **Salesforce Marketing Cloud**

Babs Rangaiah, VP, Global Media Innovation & Ventures, **Unilever**

Shiv Singh, Head of Global Brand and Marketing Transformation, **Visa**

Rishad Tobaccowala, Chairman, **Digitas Lbi & Razorfish**

Doug Weaver, Founder, **The Upstream Group**

## Why Attend?

*iMedia is crucial. It's absolutely 100% helped shape my career.*



AJ Vernet, CEO, Republic Project

*iMedia is one of the most valuable conferences in our industry.*



Gayle Meyers, Founder-Managing Partner, Digital Media Review (DMR)

*...outstanding content, people, and networking.*



Amanda Norvell, Director of Marketing, The Golf Channel

*...a truly first-class summit.*



Cordell Lawrence, Global Community Manager, Jack Daniel's Family of Brands, Brown-Forman Corp.

*A fantastic experience.*



David Berkowitz, CMO, MRY

*I've been to 13 iMedia summits! I keep coming back because of the smart, creative, innovative thinkers and great brands.*



Jeff Ragovin, Chief Strategy Officer, Salesforce Marketing Cloud

**September 3-5, 2014, Alila Diwa Goa**

iMedia Brand Summit, the exclusive marketer centric event helping them to formulate strategies to get more of their digital marketing efforts is back with its 4th edition. Scheduled from 3rd Sep - 5th Sep at the refreshing and unique resort, Alila Diwa, Goa, this by-invitation only event has the legacy of being the ultimate networking and Business building

gathering of India's interactive marketing community in a rapidly evolving digital world. This year the summit aims to bring together upto 200 Senior Marketers, Head of Agencies, Publishers and Technology & Solution providers to learn, engage in sharing ideas, network, build lasting relationships and meet potential partners.

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**Future International Events**

**iMedia Brand Summit (UK)** April 2015, BAFTA, 195 Piccadilly, London

**iMedia Online Retail Summit (Australia)** May 2015, Australia