



GBC Announces First Round of Speakers For Social Mobile Engagement Conference

Gulf Bay Consulting today announced the first round of speakers for the Social Mobile Engagement Conference & Code Challenge.

TAMPA, FLORIDA, UNITED STATES, April 21, 2014 /EINPresswire.com/ -- Gulf Bay Consulting (GBC) today announced the first round of speakers for the [Social Mobile Engagement Conference & Code Challenge](#), taking place September 4 - 5 at the Marriott Waterside Hotel & Marina in beautiful Tampa, Florida.

“Social Mobile Engagement has been designed to reflect the specific interests and concerns of brands, retailers and service providers focused on Customer Experience Management” GBC also announced the Win Google Glass Sweepstakes; conference registrants are entered the hottest new wearable technology, Google Glass.

“Social Mobile Engagement has been designed to reflect the specific interests and concerns of brands, retailers and service providers focused on Customer Experience Management,” said Bruce Burke, Founder of GBC.

“This focused approach will provide essential insights into the latest technological developments, market opportunities and next-generation services shaping these new systems of engagement; one of the fastest growing segments in marketing of today’s consumers.”

At Social Mobile Engagement, senior executives from leading companies will address the most pressing trends and issues in social and mobile through a series of visionary keynote presentations, thought-provoking interviews and interactive panel sessions.

The opening keynote, State of the Industry: View from the Top, will offer a strategic perspective of the challenges and opportunities facing industry leaders today, with additional keynotes delving into subjects such as Socialization of Things and the Future of Mobile Engagement.

Speakers confirmed to present include:

Liz Strauss, Founder & CEO, SOBCon
Chris Makarsky, Vice President of Product, ShopSavvy
Mike Wehrs, CEO & President, ScanBuy
Ashok Kartham, Founder & CEO, m-ize
Hampton Bridwell, CEO, Brandlogic/ TapDash
Sarah Slocum, President, I Love Social Media, Inc.
James Gatto, Partner, Pillsbury Law
Jack McLeod, General Manager, MXM Social
Dr. Phil Hendrix, Director immr, and Analyst GigaOm Pro

In addition to the keynote program, the conference will include focused sessions on topics including the role of mobile and social in industry sectors such as connected cars, healthcare and smart homes. Engagement strategies and the implications of big data for today’s untethered consumer is an

overarching theme for the event.

Win Google Glass Sweepstakes

GBC also announced the Win Google Glass Sweepstakes; one lucky conference registrant will win the hottest new wearable technology, Google Glass. "All conference registrants are automatically entered to win the Google Glass headset," reports Burke. "Glass is an interesting wearable technology, changing the way we will look at mobile."

Registration for the Social Mobile Engagement Conference is now open. Information and registration for this must-attend event is available at www.socialmobileengagement.com

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