

Marketing to Moms Leaders Gather For M2Moms® – The Marketing to Moms Conference

Over 35 Speakers From Every Category Help Brands Reach Moms

NEW YORK, NEW YORK, USA, September 19, 2018 /EINPresswire.com/ -- Over 35 [speakers](#) on topics ranging from experiential marketing and location-based mom tech, to the latest research on moms and social, digital and mobile communications techniques will be participating in the 14th Annual [M2Moms® – The Marketing to Moms Conference](#), Oct. 2 & 3, NYC. According to M2Moms® producer, Nan McCann, “There’s nothing else like it. The [presentations](#) are designed to help brand marketing executives and their agencies improve their overall business results with today’s moms.”



M2Moms® – The Marketing to Moms Conference, Oct. 2 & 3, NYC

“Today’s moms, especially millennial moms, are really different than previous generations of moms,” McCann said. “For example, 61% of first-time births to millennial moms are to single women. 65% of moms with children under 6 work. 39% of new moms change an average of 5.5 diapers per day. 43% of new moms do an average of 4 loads of laundry per week. 43% of new moms sleep only 5.5 hours per day. When you consider the constant stress and time challenges facing today’s moms, brand marketing messages need to be spot-on and delivered at the right time on the right channel.”

“

“M2Moms® is definitely a ‘don’t miss’ for every exec who markets to moms. It’s packed with sessions structured to help brands improve and evolve their marketing to moms efforts.”

”

Nan McCann, M2Moms® producer

Speakers include: Paul Siefken, Fred Rogers Productions; Enna Allen, Simon Malls; Mandy Arioto, MOPS; Amy Przywara, Sylvan Learning; Patty David, AARP; Elle Walker & Meg Resnikoff, What’s Up Moms; Kurt Workman, Owlet

Baby Monitors; Skyler Mattson, WongDoody & June Cleaver is Dead; Michelle Poris, Smarty Pants; Agata Reyes, Destination Maternity; Rachel Curry, Volvo USA. For a full list of speakers go to www.m2moms.com/speakers

“M2Moms® is definitely a ‘don’t miss’ for every exec who markets to moms,” McCann added. “It’s packed with sessions structured to help brands improve and evolve their marketing to moms efforts in a rapidly changing communications environment.”

“That’s why every year M2Moms® is attended by a comprehensive and diverse list of brands including Microsoft, Johnson & Johnson, Evenflo, IKEA, Abbott Nutritionals, GM, Allstate, Heinz, Symantec, Hasbro, Procter & Gamble, Wyeth and Coca-Cola,” according to McCann. “M2Moms® attendance typically sells out.”

The 2018 M2Moms® proudly supports Save the Children. Sponsors include: Presenting Sponsor: Google; Associate Sponsors: AARP, What's Up Moms, WongDoody; Showcase Sponsors: GfK, Fosina Marketing Group, Sylvan Learning, MOPS International, Famifi, Destination Maternity, BabyPage, Ask Patty, Strottman, Hillside & Knox, Foursquare, PlayWell TEKnologies, Response Media, GreyHealth Group, Raising Dragons, Marketing to Mums, Smarty Pants, Kids II, The Motherhood and Simon Property Group. Media Sponsor: MomTrends Media. Video Content Resource Sponsor: Snippies.

For M2Moms® information: www.m2moms.com or 860.724.2649 x13. M2Moms® is produced by PME® Enterprises LLC, 912 Silas Deane Hwy., Suite 101, Wethersfield, CT 06109.

Nanci McCann
PME Enterprises LLC
8607242649
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.