

Australia's Katrina McCarter Wins "You Take the Cake" Best Speaker Award At M2Moms®-The Marketing to Moms Conference '18

Voted Best Speaker from A Program of More Than 30 Marketing Experts

NEW YORK, NEW YORK, UNITED STATES, December 5, 2018 /EINPresswire.com/ -- [Katrina McCarter](#), Founder & CEO of Marketing to Mums

(www.marketingtomums.com.au), a marketing and research consultancy based in Melbourne, Australia, was voted by the brand marketing and advertising executives who attended the 2018 [M2Moms®](#) as the best speaker on this year's program. M2Moms® - The [Marketing to Moms Conference](#) (www.m2moms.com) is an annual two-day executive learning event designed to help brands build more business with today's moms. It was held October 2 & 3 in New York City. McCarter will receive a personalized, engraved Simon Pearce Cake Plate honoring her achievement on next year's conference stage.



Katrina McCarter, Founder & CEO, Marketing to Mums, M2Moms 2018 Best Speaker

“Fourteen years ago,” said Nan McCann, producer of M2Moms®, “we introduced the “You Take the Cake” best speaker award. It’s never an easy decision because every year the conference includes some of the world’s most accomplished experts (www.m2moms.com/attendee-videos) in the mom & family space. We suggest the attendees use the following criteria to decide: ‘Who would you like to take back to the office with you to speak at your next marketing meeting?’, and this year they chose Katrina! She is the first international speaker to win the award.”

According to McCann, “Katrina McCarter is a marketing strategist who specializes in understanding mothers as a powerful market sector, through experience and research. She is also the author of the best-selling book, Marketing

to Mums: How to sell more to the world’s most powerful consumer. She well known for her ability to negotiate strategic partnerships to increase sales and profits for her clients.

“This year Katrina’s presentation (www.m2moms.com/sessions/#katrina) answered the question

- How Can Your Brand Survive in an Age of Digital Savvy Moms? – with 5 smart and immediately usable strategies,” McCann added. “There’s such a ring of authenticity to her work. Because in addition to being an accomplished businesswoman, international speaker and regular contributor to business media, Katrina is also a mother of three. She knows what she’s talking about from a professional and very personal perspective.”

“Mums are the world’s powerhouse consumers,” said McCarter. “There has never been a more important time to understand these buyers and influentials to drive sales and profit in your own organization. I attend M2Moms® each year, a journey of more than 10,000 miles, to hear the latest research and strategies from the world’s best marketers to mothers. So, I am deeply honored and humbled that these same experts have named me this year’s Take the Cake Best Speaker. I look forward to the 2019 conference, to learn and share and receive this beautiful prestigious award in person!”

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For information on M2Moms® 2019: www.m2moms.com or 860.724.2649 x13. M2Moms® is produced by PME® Enterprises LLC, 912 Silas Deane Hwy., Suite 101, Wethersfield, CT 06109

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