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Trellist to Sponsor Media Track at Philly Tech Week 2014

March 27, 2014 | Wilmington, DE – Trellist Marketing and Technology will be the exclusive sponsor of the Media track at Philly Tech Week 2014, a week-long celebration of technology and innovation held at multiple venues across Philadelphia from April 4-12. The Media track on April 8 will feature leading experts who are helping shape the ever-changing future of media, marketing, and public relations in the digital age.

Trellist will host the Media track's afternoon event, "The Future of Digital Marketing," where local thought leaders will use real-world case studies to cover topics such as content marketing, risk mitigation, brand strategy, social business, location-based marketing, mobile commerce, and customer engagement. Trellist will give opening remarks to the event, with a closing roundtable featuring Trellist's Jim Dixon, Emerging Technologies Leader.

"After participating in Philly Tech Week for several years, we noticed while there were great events and turnout among designers, developers, entrepreneurs, and startups, there really wasn't a place for one of the most important consumers of technology: the marketer," said Chris Wallace, Strategic Leadership for Social Business at Trellist. "We worked with Philly Tech Week's organizers to curate a conversation around the future of marketing in the digital space, with the goal of creating value for CMOs and other marketing professionals. The result was the brand-new Media track, which we are proud to sponsor."

Through the case studies presented at "The Future of Digital Marketing," attendees will learn how to address marketing challenges through current digital marketing trends, discover how to use these trends to build more comprehensive digital strategies, and get an insider perspective on marketing problems from the people who worked to solve them.

"Digital marketing can be overwhelming simply based on the sheer number of channels where you can engage. Even the most experienced marketer can feel unsure about how to make an impact," said Dixon. "I think the addition of the Media track to Philly Tech Week is a great opportunity for marketers to better understand the technologies and techniques being used to engage with customers in the digital realm." Learn more about Philly Tech Week and the calendar of events at <http://2014.phillytechweek.com>.

About Trellist Marketing | Technology

Founded in 1995, Trellist Marketing and Technology is a mid-size professional services firm with practice areas in Business Strategy, Marketing & Branding, IT & Application Development, and Education & eLearning. Trellist offers high-level strategic consulting and tactical design & development as a full-service agency or a resource management organization. Headquartered in Wilmington, DE, Trellist works with global, national, and regional clients.

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