

2017 Enterprise Mobile Marketers' Conference Guide





December is here and that means that in addition to navigating the Holiday, most of us marketers are also creating our budgets and our 2017 plans. One of the biggest parts of developing a marketing roadmap for the coming year is making the event plan. It takes a surprising amount of work. The team has to identify what's out there and then come to consensus on which events to sponsor, attend and pass up. And we all know there's a ton of research that goes into all of this.

The FollowAnalytics team has not only done all of that legwork but we've been to just about every mobile marketing conference in the U.S. and EMEA. Rather than keeping our findings and legwork tucked in a private Google Sheet, this is the second year we are sharing our insights on mobile marketing trade shows with our fellow marketers.

Our 2017 Enterprise Mobile Marketers' Conference Guide is organized chronologically and spotlights the conferences we love, and provides insight into why. We also give basic details for the other shows, including size, location, cost to attend and audience.

Our guide only includes conferences of at least 100 attendees that last at least one day—so no Meetups. We left out industry-specific events unless they are very heavily mobile-oriented

We hope this is helpful and if there's anything you feel we forgot to include, please email marketing@followanalytics.com.

Legend	
Cost	Attendees
Less than \$500 = \$	Less than 200 = 
\$501 – 1000 = \$\$	201 – 700 = 
\$1001 – 1800 = \$\$\$	701 – 2000 = 
More than \$1801 = \$\$\$\$	More than 2001 = 

JANUARY

Mobile FirstLook 2017

Date/Location: January 18, New York

Attendees: 1

Registration: \$\$

Audience: Brand marketers

Produced by the folks at Mobile Marketer, this is a great look at what lies ahead for Mobile Marketing in the coming year. Expect the content to be targeted towards brand marketers without dev-related sessions. There is no expo hall and they only allow a handful of sponsors to have booths, so while this won't be the place to collect totes full of schwag, you'll come away with some great insights.

Mobile Retail Summit

Date/Location: January 25, London

Attendees: 1

Registration: free

Audience: Retail mobile professionals

FEBRUARY

Mobile World Congress

Date/Location: February 27–March 2, Barcelona

Attendees: 4

Registration: \$\$\$\$

Audience: Anyone involved in the mobile industry

Mobile World Congress is the granddaddy of mobile tradeshows. This enormous three day gathering brings together the Who's-Who of the mobile world including visionaries, developers, marketers and everything in between. There's really something for everybody here, but be careful, this is a mega-show and it's easy to get lost or overwhelmed. The parties are as much a priority as the content. If you go, have a game plan and be sure to book travel arrangements well in advance.

Mobile Growth Summit

Date/Location: February 1–2, San Francisco

Attendees: 3

Registration: \$

Audience: Mobile marketing and growth professionals

Mobile Shopping Europe

Date/Location: February 8–9, London

Attendees: 2

Registration: \$\$

Audience: Retail and brand mobile marketers

MMA Forums

The Mobile Marketing Association produces forums in more than a dozen cities around the world. These one-day events explore how mobile shapes the lives of consumers and creates deeper brand engagement. They generally attract around 500 attendees and registration prices are quite reasonable. For a full list of cities and dates, see <http://www.mmaglobal.com/calendar/monthly>.

MARCH

VB Mobile Summit

Date/Location: March 2017, Sausalito

Attendees: 1

Registration: \$\$\$

Audience: Mobile C-Level execs by invitation

RoomN

Date/Location: March 7–9, Monaco

Attendees: 2

Registration: Invitation-only

Audience: C-Level/VP's of Digital Marketing, Mobile, Strategy and IT

MMA Mobile Video Leadership Forum

Date/Location: March 21, New York

Attendees: 2

Registration: \$\$

Audience: Brand mobile marketers integrating video into their marketing mix

Mobile Innovation Summit

Date/Location: March 21–22, New York

Attendees: 1

Registration: \$\$\$

Audience: C-level mobile brands leaders

Mobile Finance Summit

Date/Location: March 23, London

Attendees: 1

Registration: free

Audience: Mobile finance professionals

APRIL

MMA Mobile Location Leadership Forum

Date/Location: April 5, New York

Attendees: 2

Registration: \$\$

Audience: Brand mobile marketers looking to leverage location-marketing

Mobile Travel Summit

Date/Location: April 27, London

Attendees: 1

Registration: free

Audience: Travel & hospitality mobile professionals



MAY

Mobile Apps Unlocked

Date/Location: May 3–4, Las Vegas

Attendees: 

Registration: \$\$\$

Audience: App and brand marketers

Grow.co puts on an impressive, content-rich conference where mobile marketers can learn from each other through impressive keynotes and break-out sessions. The first day is single-track and everyone gathers in one room for the keynotes. The second day is divided into acquisition and retention tracks. There is an exhibit hall, but the hours are very limited. If you're looking for a rich, intense learning environment, we strongly recommend this one.

App Marketing Summit

Date/Location: May 9, London

Attendees: 

Registration: free

Audience: Brand and B2C app marketers

MMA Mobile Marketing Leadership Forum

Date/Location: May 9–10, New York

Attendees: 

Registration: \$\$

Audience: Brand and B2C mobile marketers

JUNE

Mobile Shopping Connect

Date/Location: June 12–14, San Diego

Attendees: 

Registration: free

Audience: C-level execs with mobile responsibility — invitation only

Mobile Redefined – Transform, Innovate and Disrupt

Date/Location: June 13, London

Attendees: 

Registration: \$\$

Audience: Brand and B2C mobile marketers

JULY

MMA CEO & CMO Summit

Date/Location: July 23–27, Napa

Attendees: 

Registration: \$\$\$\$

Audience: CEOs and CMOs of enterprise brands with mobile apps

AUGUST

Connect: The Mobile CX Summit

Date/Location: August 21–23, Philadelphia

Attendees: 

Registration: \$\$\$

Audience: Retailers, restaurants and other B2C

With a focus on customer experience, engagement and loyalty, Connect brings together around 300 strategists to explore opportunities for leveraging mobile channels. Rather than an expo hall with booths, sponsors attend sessions and host table topics. We like the intimate atmosphere and the aim to foster knowledge exchange.

SEPTEMBER

SM2 Innovation Summit

Date/Location: September 25–26, New York

Attendees: 👤 👤

Registration: \$\$\$

Audience: Brand and B2C marketers focused on acquisition

OCTOBER

Mobile Shopping Summit

Date/Location: October 24–26, Palm Springs

Attendees: 👤 👤

Registration: \$\$\$

Audience: Retail brands with mcommerce focus

We love the Mobile Shopping Summit. The content is outstanding and doesn't tend to be the same people giving the same talks you've already seen all year long. In addition to sessions there is a small expo hall with select vendors and table topics that tend to be thought provoking exchanges. Plus you can't beat the weather in Palm Springs during October!

NOVEMBER

Appsworld

Date/Location: November, San Francisco

Attendees: 👤 👤 👤 👤

Registration: \$\$\$

Audience: Mobile developers, marketers and thought leaders

AppDays

Date/Location: November, Paris

Attendees: 👤 👤

Registration: \$\$

Audience: App publishers and developers

Open Mobile Summit

Date/Location: November 29–30, San Francisco

Attendees: 👤 👤

Registration: \$\$\$

Audience: Mobile marketers and executives

Just a note...

This guide is designed to help other marketers identify and prioritize 2017 mobile marketing conferences. We are not affiliated with any of the organizations throwing these events, so it's possible there are mistakes or that information had changed without our knowledge. The conferences have not paid to be listed here and everything stated is just our opinion.



FollowAnalytics is an enterprise-class mobile marketing platform that makes it easy for marketers to boost engagement through their mobile apps by creating personalized customer journeys. Trusted by brands like Wells Fargo, Cartier, Louis Vuitton, Allianz, AXA and BNP Paribas, FollowAnalytics is headquartered in San Francisco, with offices in New York, Montréal and Paris. Investors include Salesforce Ventures, Aspect Ventures, Zetta Venture Partners, Sapphire Ventures and Cathay Innovation. www.followanalytics.com.