

Digital Marketing Conference Opportunities: Fall 2016

Apply by [CLICKING HERE](#) or visiting www.villanova.edu/marketu

Applications DUE Monday, September 12, 9.00 am



AdWeek NYC, September 26-30. Choose two days and one night.

- **Students:** 4 total, junior or senior standing
- **Event:** Advertising Week is the premier global gathering of advertising, marketing, brand and technology professionals. It reaches a majority of the world's most influential agencies and marketers and brings them together in one place.
- **Who should apply:** Juniors and seniors.
- **Website:** newyork.advertisingweek.com



ad:tech: Javits Center NYC, November 2-3

- **Students:** 4 total
- **Event:** ad:tech is where marketing, technology and media communities assemble to share new ways of thinking, build strong partnerships, and define new strategies to compete in an ever-changing marketplace. This conference focuses strongly on the methods and executions of digital marketing.
- **Who should apply:** Seniors , previous digital experience through an internship preferred
- **Website:** <http://www.ad-tech.com/ny/>



advertising
women
of new york

AWNY Career Conference, New York, estimated dates are November 17-18

- **Students:** 4 women
- **Event:** AWNY's annual Career Conference is a powerful opportunity for college students to discover a variety of career options within advertising and communications, attend workshops in Account Management, Media, Public Relations, Direct Marketing, Interactive Media, Sales & Creative, and review resumes with industry pros. A site visit to a digital agency is included (google was the site for last year for our VSB students).
- **Who should apply:** Students interested in exploring careers in Advertising (traditional or digital).
- **Website:** <https://www.awny.org/career-center/career-conference/about>

Fashion Marketing Conference Opportunities: Fall 2016

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WWD (Women's Wear Daily) Digital Summit, NYC, September 21-22

- **Students:** 2 total
- **Event:** The WWD Digital Forum: NYC on September 21-22 covers all aspects of digital marketing related to fashion and retail. 250+ digital marketers will come together for two days; it's invite only for attendees, and attracts the top talent in this business. WWD is THE publication for the fashion business, and this is THE event of the fall for this organization.
- **Who should apply:** Juniors and seniors with an interested in fashion marketing, retail and/or digital marketing.
- **Website:** <http://summits.wwd.com/2016-digital-nyc-forum/>



Fashion Digital, October 11, NYC

- **Students:** 2 total
- **Event:** This invite only conference addresses the needs facing online retailers and fashion marketers. Attendees include the best marketing and e-commerce professionals the fashion industry has to offer. The conference tackles strategies and tactics to meet and exceed consumer omni-channel expectations, filling you in on the latest marketing trends and cutting edge technology. Senior retailers and enterprise technology companies focused on e-commerce and digital marketing make up 70% of attendees.
- **Who should apply:** Juniors and seniors with an interested in fashion marketing, retail and/or digital marketing.
- **Website:** <http://www.fashiondigital.com/>

Sports Marketing Conference Opportunity: Fall 2016

Apply online at: **WEBSITE** by Monday, September 12, 9.00 am

Women in Sports: The Game Changers Conference, **September 15**, NYC

- **Students:** 1 female student
- **Event:** The Game Changers Conference is a one-day event that will focus on the multiple ways in which women intersect with sports. Built into the program are ample networking opportunities, including a networking reception at the conclusion of the event
- **Who should apply:** Senior **women** with experience/interest in sports marketing.
- **Agenda and Website:** <http://www.sportsbusinessdaily.com/Conferences-Events/2016/GC/Agenda.aspx>,
<http://www.sportsbusinessdaily.com/Conferences-Events/2016/GC.aspx>