



Client

G3 Communications is a digital media firm specializing in B2B marketing and their brands include Retail TouchPoints, Demand Gen Report, Content4Demand, B2B Marketing Exchange, B2B Sales & Marketing Exchange and Retail Innovation Conference.

Audience

CMO's, CRO's, CSO's, Sales & Marketing Professionals

Country

USA

Challenge

To inspire and educate conference attendees on how technology can augment their creativity to improve sales and marketing performance.

James Taylor's Solution

- 45 minute speech.

Results

- Impactful closing keynote engaged 700 senior sales and marketing professionals on how to augment their creativity with artificial intelligence.
- Audience were given a high-energy closing keynote on business creativity, innovation and artificial intelligence to leave them feeling empowered and educated.
- Speech was highly rated by audience.

James Taylor inspires senior sales and marketing leaders at B2B Marketing Exchange conference.

Hosted by Demand Gen Report and ABM In Action, the B2B Marketing Exchange is a multi-day educational event focused on improving B2B marketing and sales strategies and results. The event includes six targeted educational tracks: Content2Conversion Conference; Demand Gen Summit; ABM In Action Live; Sales Impact Summit; Digital Strategy; and Channel Marketing.

Since its inception, the B2B Marketing Exchange has had one mission: to empower and educate the B2B community by spotlighting all that's new and effective. Held right after the New Year, the event is designed to get sales and marketing professionals inspired and prepared to tackle the latest trends, market conditions and buyer realities with gusto.

James Taylor delivered a 45 minute closing keynote speech at B2B Marketing Exchange in Scottsdale, Arizona on business creativity, innovation and how artificial intelligence will change the role of sales teams and marketers.

James Taylor also conducted a 60 minute live webinar training with G3 Communication team members in advance of the conference to help them unlock their own creative potential as content marketers.

"James Taylor was a fantastic keynote speaker. His presentation was an insightful and entertaining closing keynote for the event audience. James also hosted a small group presentation for the G3 Company Sales Meeting earlier in the year that was also great. If you are looking for a speaker to inspire your employees to "reclaim their creativity" look no further than James Taylor."

Kristi Kawana, Events & Marketing Director, G3 Communications

James Taylor

KEYNOTE SPEAKER

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.

JAMESTAYLOR
KEYNOTE SPEAKER | CREATIVITY EXPERT

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