

How to make your boss a genius:

A STRATEGIC PROPOSAL FOR GLOBAL SUPPLY CHAIN MARKETING SUMMIT ATTENDANCE

PICTURE THIS:

Your brilliance shining even brighter as you grant approval for my attendance at the Global Supply Chain Marketing Summit—an investment not just in my education but in the success of our marketing endeavors.

WHY I WANT TO BE THERE:

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- Build a better brand
- Establish credibility through content development
- Align our strategy for maximum lead generation
- Make it easier for customers to find our company online
- Incorporating earned media into our marketing strategy using AI
- Forge Supply Chain Marketing Professional Connections
- B2B Unity

WHO'S COMING AND WHAT I'LL LEARN:

- Executive Shippers & End Users & Fortune 100 Wisdom
- Experts in teaching marketing communications
- Interactive Lab facilitators
- A panel involved in buying decisions and improving communication with them.

PROFESSIONAL DEVELOPMENT:

- Year-long continuous learning
- Masterclasses & Interactive Labs

Your brilliance lies not just in your leadership but in your wisdom to approve this educational journey. **Let's illuminate the path to success together!**



THE
Global Supply Chain
Marketing Summit

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Manifest :::

 **CSCMP** Council of Supply Chain
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Educating and Connecting the World's Supply Chain Professionals™

