

Performars holds the Global Digital Marketing S.E.T conference on April 9 in Seoul



Seoul, Mar 21, 2019 (Issuewire.com) - The global digital marketing conference will be held on April 9 in Seoul, South Korea.

Performars, the global digital marketing company hosts the '2019 Global Digital Marketing S.E.T.'. The conference will cover various topics on global digital marketing under the theme '**Artificial Intelligence-driven Agile Marketing.**'

S.E.T stands for Strategy, Execution, and Transformation. Through the conference, the audience will take away relevant insights on how to integrate S.E.T for digital marketing success.

Jeanniey Mullen, the global CMO at world's largest HR consulting firm Mercer will give a keynote on 'Mastering Innovation and Technology'.

In addition, Vikraman Selvarajan from HubSpot, a marketing automation platform company, will go in-depth about A.I integrated inbound marketing. HubSpot is the world's largest marketing automation platform with 56,500 customers in more than 100 countries around the world.

There will be a session on cultural agility for local and international business growth by Richard Clayden, CEO of Organisational Misbehaviourists. In addition, Chief Executive Partner of Performars, Gunho Lee will speak about agile marketing strategy.

Shadab Mahbub, CEO of Chatleads, will speak about using artificial intelligence chatbot in messenger platforms. Won-hoon Choi of Performars' Head of Artificial Intelligence department will provide an

introduction of A.I and A.I utilization strategies.

“I am delighted to help start a conversation on A.I-driven agile marketing through our conference. I am positive that the audience can get fresh ideas and insights from the speakers.” said Richard Jo, CEO of Performars.

Performars is a global marketing process outsourcing (MPO) company that helps domestic companies enter the global market, including global marketing strategy, operation, creative, transformation, and overall digital marketing and inbound sales.

About Performars

Performars is a team of global marketing experts and digital transformation Consultants with an expanded multi-national resources network. Performars provides ‘Digital Transformation’. Through this particular process, clients can revolutionize their business into a future-oriented business. Performars is focused to support clients in digitalizing their businesses. By distributing certain resources and capability for digitalization, clients can easily adapt smart data into their businesses.

As a global digital marketing agency, Performars’ solutions include market mapping, online consumer journey, design experience, Csat (customer satisfaction) and MPO (Marketing Process Outsourcing). Performars’ headquarter is based in Seoul, South Korea. Southeast Asia regional headquarter is positioned in Singapore. Other regional offices are located in Shanghai, Malaysia and Vietnam. In pursuit of global markets and goals, Performars is constantly helping businesses all over the world.

Media Contact

Performars

hello@performars.com

82 02 599 8999

26 Gangnam-daero 37-gil, Seocho-gu, Seoul, KR

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