

Reggie James to Speak at B2B Event BaM LIVE 2021

Reggie James, Founder and Director of leading digital consulting business, Digital Clarity has been invited to speak at IABM's quarterly B2B marketing event.



The poster for BaM LIVE! 2021 features a dark background with vibrant purple and blue neon light trails. At the top right, the text 'BaM LIVE!™' is displayed in a large, glowing white font, with the dates '23 - 24 June 2021' below it in a smaller, glowing orange font. The central theme, 'Adapting your marketing strategy for the future', is written in a glowing purple font. Below this, four circular portraits of speakers are arranged horizontally, each with a glowing purple border. To the left, there is a logo for 'MARKETING LEADERS CIRCLE' and the IABM logo with the hashtag '#BaMLive' and the website 'theiabm.org/bam-live/'.

In association with

MARKETING LEADERS CIRCLE

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Lisa Collins - Chair
Head of Membership
Engagement
IABM

Victoria Gerstman
North America Lead
Canopy

James Samperi
North America Lead
Engine

Reggie James
Director
Digital Clarity

United Kingdom, London, Jun 14, 2021 ([Issuewire.com](http://www.Issuewire.com)) - BaM LIVE!™, organised by The International Trade Association for the Broadcast & Media Industry (IABM), is major digital networking, engagement, and learning experience, designed for everyone in broadcast & media.

The event provides an opportunity for organisations to engage and learn about the latest trends and hot topics in the marketing industry from a global range of diverse, expert speakers.

The overarching theme is Designing Virtual Media Supply Chains and will be live-streamed on 23rd June 2021. The event will have curated content and feature in-depth panel discussions, case studies, and interviews.

A key component will be the importance of Marketing after the Pandemic. Topics include exploiting social media, working with agencies as well as sharpening digital strategy.

Speaking about his featured talk 'Adapting your marketing strategy for the future, [Reggie James](#) said, "Organisations have had a torrid time over the last 15 months with the uncertainty and impact of the pandemic. Understanding and adapting your marketing to a post-pandemic world is now top of mind for companies."

He added, "Adapting to the new ways of working and tapping into the sentiment of the market are key to a strong marketing strategy and winning new business."

Reggie James will be discussing "Adapting your marketing strategy for the future" alongside [Lisa](#)

[Collins](#), [Victoria Gerstman](#), and [James Samperi](#) on 23rd June 2021.

The event is free to attend. Registration and schedule can be found here -<https://theiabm.org/bam-live/>

About IABM

The authoritative voice for the Broadcast & Media industry, IABM facilitates the all-important networking and interaction that shape and define the unique ecosystem of the Broadcast and Media technology industry. [Learn more.](#)

About Marketing Leaders Circle

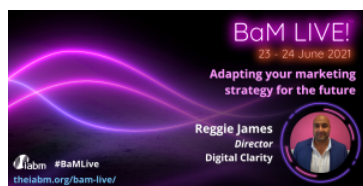
Marketing Leaders Circle provides anyone working within a marketing role in the global B2B media and entertainment industry with a platform to network, learn, and create change. [Learn more.](#)

About Digital Clarity

Digital Clarity is a leading digital consulting business that helps and works with organisations to make the most of the digital economy by applying robust marketing strategy through its highly experienced team. [Learn more.](#)

About Reggie James

Reggie is a seasoned internet marketing and strategy leader. Reggie heads the consultancy and commercial side of Digital Clarity. [Learn more.](#)



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Media Contact

Digital Clarity

reggie.james@digital-clarity.com

01483443443

34 South Molton Street

Source : Digital Clarity

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