

IEG WORLD 2019

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For Immediate Release

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CHANGE AGENTS, DISRUPTORS AND VISIONARIES HEADLINE THE ALL-NEW IEG WORLD 2019

OSCAR MUNOZ, FERNANDO MACHADO, AND MORE THAN THREE DOZEN INDUSTRY LEADERS,
ALREADY SCHEDULED TO PARTICIPATE AT THREE-DAY SUMMIT

Chicago, IL (1.15.18) - Oscar Munoz, United Airlines, CEO, Fernando Machado, Burger King, Global CMO, and senior leaders from Activision Blizzard, Amazon, Anheuser-Busch, Boston Red Sox/Fenway Sports Management, Mastercard, MillerCoors, NFL, Nike and WW (formerly Weight Watchers) are among the more than 30 featured participants scheduled for the all-new, reimagined IEG World 2019, it is announced today.

Now under the ownership of Engine Shop, IEG World 2019 is scheduled for March 18-20 at Chicago's Marriott Marquis. Conference programming will feature intimate, highly-interactive sessions and workshops that examine how traditional boundaries are being blurred, bringing transformational change across a multitude of industries. Blur is now the center of disruption and is sparking collaboration and innovation rooted in creativity and the denial that the status quo is always the way to go.

Today's lineup unveiling is the first in a series of programming announcements ahead. Confirmed to participate in the 2019 event are:

The Global Perspective:

- Renie Anderson, National Football League, SVP, Sponsorship & Partnership Management
- Lauren Berson, WW, VP, Head of Strategic Growth Office
- Daniel Cherry, Esports League at Activision Blizzard, Chief Marketing Officer
- Joao Chueiri, Anheuser-Busch InBev, VP, Consumer Connections
- Jim DeLorenzo, Amazon Prime Video, Head of Sports
- Adam Grossman, CMO, Boston Red Sox & Fenway Sports Management
- Fernando Machado, Burger King, Global CMO
- Oscar Munoz, United Airlines, CEO

The Futurists:

- Roderick Alemania, ReadyUp, CEO
- Terrence Burns, Engine Shop, EVP, Global Sports
- Josh Goldblum, Bluecadet, Founder
- Manish Vora, Museum of Ice Cream, Co-Founder

-more-

The Challengers:

- Alex Henry, Blue Vishnu, Founder
- Noor Tagouri, Journalist, Influencer and Activity

Of the conference news today, IEG Global Managing Director Peter Laatz said, “The team has done an amazing job presenting the new mission of the conference. We are thrilled with the caliber of inspiring and brilliant people who are coming together to help their fellow executives and inspire new breakthrough ideas and best practices. You can also expect more from us on the conference very shortly.”

Also planned for IEG World 2019 are a series of interactive small group workshops which will focus on best practices and empower professionals to embrace the concept of blur for the benefit of their organization and career. Already on board are senior executives from REI, MassMutual, Rabobank, DoSomething.org, Accenture, Tampa Bay Buccaneers, Chevron, Principal, Nike, MillerCoors, Twitch, BMO Harris Bank, Mastercard, CDW and dozens more.

They are among the more than 1,200 senior influencers, change-agents and decision-makers from 30 countries, representing the world’s leading brands, rightsholders, media, and content creators, expected to converge on Chicago for this event.

For ticket pricing information, please visit: www.IEGWorld2019.com

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About IEG: IEG is the premier global consultancy in partnership strategy, evaluation, and measurement for leading sponsors and rightsholders. Founded in 1982, IEG pioneered thought leadership in sponsorship and invented the industry’s gold standard for sponsorship valuation. The company’s creative approach, combined with analytics, data and the broad experience of its team, helps clients make informed strategic decisions that maximize return. Only IEG has the strategic insight and objective perspective on the world of sponsorship that is crucial to helping brands build blueprint strategies to exceed long-term goals. IEG’s role as standard-setter and unparalleled information resource through its Annual Conference and IEG Sponsorship Report informs its client relationships and helps ensure partnerships play a pivotal role in executing business strategies.