

Freeman Executives Discuss Data Visualization and Tech Trends at CEIR Predict 2016

WHAT:

Freeman, the leading global provider of brand experiences, announced today Richard Maranville and Marc Pomerleau are participating speakers at this year's Center for Exhibition Industry Research's (CEIR) annual exhibition industry outlook conference, [CEIR Predict 2016](#).

- [Pomerleau's](#) session, *Leveraging the Power of Strategic Data Visualization*, will demonstrate the value of strategic data visualizations and the power of leveraging data for predictive analysis and prescriptive solution design. Examples presented will provide a vision of a possible future for both online data collaboration and high-impact, F2F learning at CEIR Predict and successful events in every industry in the world.
- [Maranville](#) is a panelist in the *Tech Trends That Are Transforming the Event World* session which discusses the importance of staying in front of technological developments and explores key megatrends from our online world to individual interactions. Session moderator is Marco Giberti, founder, Vesuvio Ventures; with other session panelists Lawrence Coburn, CEO & Co-Founder, DoubleDutch, and Aleksander Leventhal, CEO & Co-Founder, Feathr.

WHO:

Richard Maranville, EVP and Chief Digital Officer, FreemanXP

Marc Pomerleau, Vice President of Global Strategy, FreemanXP

WHEN:

Sept. 14-15, 2016

Pomerleau speaks on Thursday, Sept. 15 at 8 a.m. ET

Maranville speaks on Thursday, Sept. 15 at X ET

WHERE:

Ronald Reagan Building and International Trade Center

1300 Pennsylvania Ave NW

Washington, DC 20004

ABOUT CEIR PREDICT 2016: This year's show will highlight the power of data in relation to these rapid developments and provide tools to help facilitate forecasting, decision-making and ROI measurement. This executive-level event is a highly-intensive and interactive program where speakers will engage attendees by providing a forecast for the CEIR Index's 14 industry sectors for

the remainder of this year and through 2018.

Media Relations Contacts:

Alisha McBee

Freeman

214-445-1183

Alisha.McBee@freemanco.com

Kendall Huber

Golin on behalf of Freeman

469-680-2556

KHuber@golin.com

ABOUT FREEMAN

Recognized by Advertising Age as one of the world's largest brand experience companies, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world's leading organizations. A design-driven company, Freeman generates insights that define program strategies, target audiences and deliver messages that generate meaningful results. Through its expansive network of offices, talent and global partnerships, Freeman has reach and access that is unmatched in the industry. A family- and employee-owned company, Freeman is known for its 90-year history of stability, strength and customer service achievements. Freeman is a values-driven company with a strong and purpose-built culture that is dedicated to connecting people in meaningful ways. This is accomplished through a process of continual innovation and improvement. Freeman produces more than 4,300 expositions annually and 12,500 other events worldwide. Freeman has been awarded seven consecutive J. D. Power awards for the excellence of its Customer Call Center. For more information, visit www.freemanco.com.

-

Social Networks:

Web: www.freemanco.com

Blog: www.blog.freemanco.com

Twitter: www.twitter.com/freemanco

Facebook: <https://www.facebook.com/freemanfans>

LinkedIn: <https://www.linkedin.com/company/the-freeman-company>

YouTube: <http://www.youtube.com/user/FreemancoVideos>

SlideShare: <http://www.slideshare.net/freemanco/>

Instagram: <https://www.instagram.com/freemancompany/>

About CEIR

CEIR serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering knowledge-based research tools that enable

stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position. For additional information, visit www.ceir.org.

###