

## Adobe Summit 2016

MARCH 20-24, 2016

Come to Summit and learn how to reach your customers—and really know them. Hear from marketing innovators, explore the latest tools and trends, and see how companies are using Adobe Marketing Cloud to gain deep insights into their customers, build personalized campaigns and better manage their content and assets.

WilmerHale Partner Reed Freeman will participate in the panel discussion "Privacy Matters for Marketers—Adobe CPO Chats with the FTC & Other Experts," which will discuss hot topics in digital marketing and privacy. In this session, you will learn what impact privacy trends and laws have on your marketing strategies; the dos and don'ts of cross-device tracking and offline-to-online matching; and what the experts say about the use of big data, connected devices and the Internet of Things.

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SPEAKING ENGAGEMENT



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