



The International  
Society of Marketing

Spring Conference

March 22-24

2023

# Towards a Great Marketing Experience

A unique conference bringing together academics and professionals from around the world. Enjoy fun nights and hospitality the Chicago way! Highlights:

Beyond Data Analytics - Google

Enjoy the AI experience - Mesmerise demo

Understand (mis) information - Papacharissi

**Register here**

[internationalsocietyofmarketing.org](http://internationalsocietyofmarketing.org)