



News Release

Innovators in Individualized Marketing to Gather for Connect 2016

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Forbes, Forrester and LinkedIn to headline 11th annual Teradata Marketing Applications conference

Teradata Marketing Applications*, a division of Teradata Corp. (NYSE: **TDC**), today announced details of its upcoming global conference, Connect 2016.

The annual event, celebrating its 11th year, will take place in London at the ExCel International Conference Center on June 14th-15th 2016. Over 750 CMOs, marketing executives and digital marketers will attend the two-day, top-class event, and discover trends and best practices on Individualized Marketing, digital and omni-channel marketing, and marketing resource management.

The conference line-up, led by social media expert Christian Howes, who is returning to host for the third year, includes insight from the following speakers:

- Tom Davis, Chief Marketing Officer, Forbes Media
- James McCormick, Principal Analyst serving Customer Insights Professionals, Forrester Research
- Jason Miller, Global Content Marketing Leader, LinkedIn
- Elaine Smith, Marketing Systems Manager, Standard Life
- Sander Pot, Marketing Specialist, TicketVeiling

The Facts

Connect 2016 will bring together some of the most innovative thinkers and globally renowned brands. Conference-goers will learn how to shape and execute insight-driven integrated marketing strategies by leveraging the right channels and resources to continuously engage customers in ever more individualized, relevant and meaningful



ways. Day One will focus on sharing engaging customer experiences and new **product updates**. Day Two brings a host of international experts discussing the latest trends and opportunities in the marketing industry.

Volker Wiewer, Teradata's Vice President International for Marketing Applications, comments: "This year's global event will build on the developments of the past decade to showcase Teradata Marketing Applications' latest solutions, and how our customers are using them to achieve competitive advantage in their industries. By offering attendees insight from such an impressive array of industry experts, Connect 2016 promises to show the world's marketers how Individualized Marketing can benefit their company's bottom line."

For more information and to register, please visit <http://marketing.teradata.com/connect/>

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. See how at **Teradata.com**.

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