History of Activate

2018: Activate was born — Initially advertised as "The Conference for Omni-Channel Marketing" and "Better Customer Experience" tracks were introduced.

2019: Activate London — Year three we introduced Activate London.

2020: Activate Virtual kicked off with a keynote from the CMO of Airbnb and speakers included flags from Airtable, Cinemark,及其他知名公司。

2021: We introduced three session tracks: Better Customer Experience, Execution, and Professional Development.

2022: We included three session tracks: Better Customer Experience, Execution, Professional Development, and a new track called "HOT TOPIC: Eliciting emotion from customers to create powerful connections."}

Activate Summit

Join us in San Francisco April 17-19 for Activate Summit. If you're not registered yet, what are you waiting for?

School, A+E Networks, ClickUp, Vibrent Health, and more, this year's Activate offered three — yes, three — different Activate events in 2022.

More sessions included speakers from SeatGeek, Zillow, FabFitFun, Pixar, MeUndies, SparkPost, and more.

Our keynote speaker was Duncan Wardle, former Head of Innovation & Creativity at Disney.

Our speaker list included Strava, StackOverflow, and other than emmy-nominated comedian Nicole Byer.

Our fabulous keynote presentation was from none other than emmy-nominated comedian Nicole Byer.

FROM OUR CMO, ADRI GIL MINER

ACTIVATE TOUR

We also introduced the Activate Tour to pivot while still maintaining the Activate momentum.

With the pandemic still in full swing, we even celebrated our achievements by taking a virtual speedboat ride!

But, we got a little more creative in 2021. Initially advertised as "The Conference for Omni-Channel Marketing" and "Better Customer Experience" tracks were introduced.

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