ITERABLE

History of Activate

Since 2018 Activate has been *the* conference for marketers to connect, learn, and share their experiences. The ultimate goal of Activate is to help marketers grow. With Activate coming to San Jose in April, we thought it would be a good idea to refresh this infographic and explore how Activate has grown over the years.

2018

ACTIVATE 18

In **2018 Activate was born**

- Initially advertised as "**The Conference for Omni-Channel Marketing**" and check out the original Iterable branding
- Sessions included speakers from SeatGeek, Zillow, FabFitFun
- **HOT TOPICS:** GDPR and email deliverability

2019 ACTIVATE 19

- **Year two of Activate** we already doubled in size
- We introduced a third track, "**The Power of Iterable**"
- **NEW:** Pre-conference workshops for customers
- Our speaker list included Strava, StackOverflow, and the founders of ReallyGoodEmails
- Our keynote speaker was Duncan Wardle, former Head of Innovation & Creativity at Disney
- **HOT TOPIC:** Mobile engagement

Inaugural Activate London

- 2019 was also the year we introduced **Activate London**!
- We kicked off our first Activate London with presentations from carwow, DFDS, MVF, Namecheap, and UNiDAYS
- **HOT TOPIC:** Building a marketing technology stack

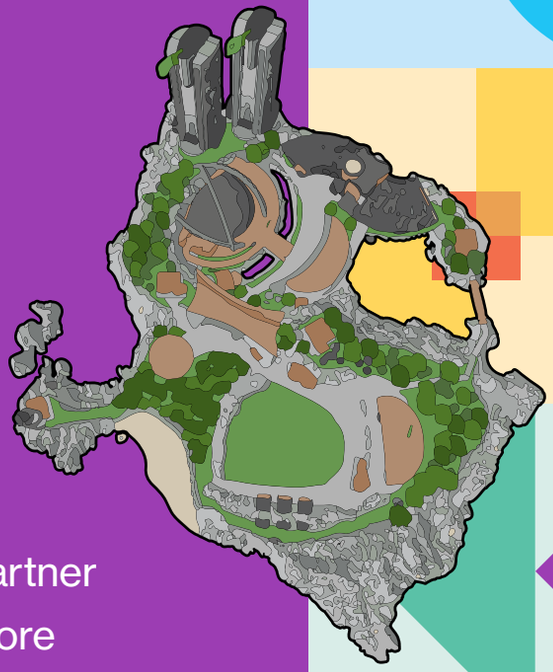
2020 ACTIVATE LIVE

- Year three we introduced **Iterable's new branding** →
- Covid-19 entered the chat
- To pivot while still maintaining the Activate momentum, we rolled out Activate Live—**a free, virtual event**

- We heard from Forrester, Redfin, Ritual, and the former CMO of Airbnb
- 2020 was a tough year, so we decided to help. Iterable donated $20K to Meals on Wheels and Black Girls Code.
- **HOT TOPICS:** AI and the modern consumer

2021 ACTIVATE

- With the pandemic still in full swing, we continued Activate Live, a virtual event. But, we got a little more creative in 2021.



Activate Island

- Activate Island was an interactive, **virtual conference experience** with event halls, partner pavilions, meeting rooms, live raffles, and more
- Speakers on the Island included the CMO of Netflix, Stitcher, Zoopla, Aspiration
- A couple of Iterable marketing team members even celebrated our achievements by taking a virtual speedboat ride!
- **HOT TOPICS:** Delivering relevant messaging and compliance

2022 Activate

In-person events started to regain popularity. But, we still wanted to be sure those who weren't comfortable gathering in large crowds had a way to access the valuable Activate information. So...drumroll please... we offered three—yes, **THREE**—different Activate events in 2022.

ActivateVirtual

Activate

- Activate Virtual kicked off with a keynote from our CMO, Adri Gil Miner
- Speakers included sessions from Airtable, Pixar, MeUndies, SparkPost, and more
- Plus, we introduced our **first seasonal release**, unveiling the new Iterable Studio, our SMS/MMS partnership with Telnyx, drag-and-drop template for web in-app, user profiles, and more
- **HOT TOPIC:** Harmonizing and individualizing the customer experience with dynamic content

ActivateSummit
EUROPE

- Tracks were titled "**Marketing to the Modern Customer**" and "**Building a Better Customer Experience**"
- Agenda included sessions from Zoopla, UNiDAYS, WeTransfer, Blockchain, and more
- **HOT TOPIC:** Eliciting emotion from customers to create powerful connections

ActivateSummit
NORTH AMERICA

- In 2022 we included three session tracks: **Strategy**, **Execution**, and **Professional Development**

- The Professional Development track was a new addition to help attendees build soft skills and become empowered to be better marketers
- We also had sessions from Cinemark, StreetEasy, NBC, NCSoft, and more
- Our fabulous keynote presentation was from none other than emmy-nominated comedian Nicole Byer
- **HOT TOPIC:** Delivering joy to customers

ActivateTour

- We also introduced the **Activate Tour**. Our traveling team of marketing experts visited cities around the country, bringing bite-sized Activate sessions to you. Covering Seattle, Boston, New York, Los Angeles, Miami, and London, we took Activate across the country and globe.

2023 Activate

Last year we focused on the big topics everyone seemed to be buzzing about—AI, SMS, hybrid work, recession-proofing, and our favorite, **Customer Joy**. We wanted to bring our customers' expertise around the world so we expanded to a global Activate Tour.

ActivateSummit

- Iterable CMO Adriana Gil Miner was joined on stage by Strava CBO Zipporah Allen, GitLab CMO Ashley Kramer, and Vimeo CMO Lynn Girotto to talk the future of AI in marketing

- Founder and CEO of Zaia Ventures, and former Global CMO of Amazon Prime Video & Studios, Ukonwa Ojo took the stage to embolden attendees to dream big and learn from every opportunity
- Sessions included speakers from Strava, European Wax, Dotdash Meredith, PGA, and even Corporate Natalie herself
- **There were also new experiences for attendees:**
  - Yoga to start the day the zen way
  - Roundtables to chat with your peers on topics like professional development, DEIB, and every marketing channel
  - Virtual viewing for multiple tracks (not just one!) for better online learning
  - Plus virtual-only keynotes so everyone got to see the best industry leaders from the comfort of their home

ActivateTour

- Not only did Activate Tour reach four different US cities (Chicago, New York, Palo Alto, and

Los Angeles), but it went global, expanding to four cities outside of the US (Amsterdam, Sydney, London, and Berlin) too!

On Tour we had speakers from Branch, Powtoon, Mixpanel, Upside, Priceline, Rocket Lawyer, and more.

2024 ActivateSummit

And we're not done yet. Activate Summit is around the corner and, this year, it's in sunny San Jose.

With sessions from Hipcamp, PGA, Square, ClickUp and more, this year's Activate Summit is going to knock your socks off. Did we mention there are going to be puppies there? **Yeah. Puppies.** If you're not registered yet, what are you waiting for?

Join us in San Jose April 30 - May 2 for Activate Summit.

Register now!