



2025 **MARKETING**  **SUMMIT**



**EVENT REFLECTIONS**

# ATTENDANCE STATS

226 ATTENDEES

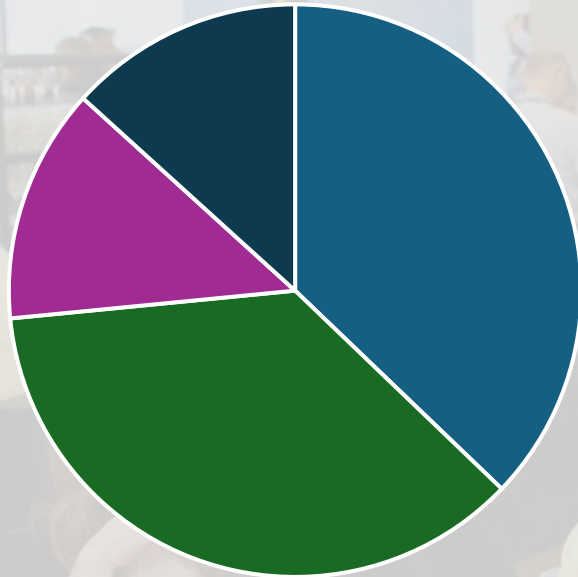
110 COMPANIES REPRESENTED

11 NETWORKING OPPORTUNITIES

2 WELLNESS ACTIVITIES

12 SOLUTIONS HUB PARTICIPANTS

Attendees



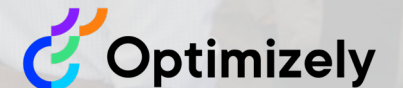
- Manufacturers - 37%
- Distributors - 36%
- Allied Partners - 13%
- Non-members - 13%



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## “Applied Curiosity”

Keynote Speaker and Best-Selling Author Carla Johnson spoke about the ever-evolving technology around us, and how curiosity can become a competitive advantage. This keynote sought to take the fundamentals of curiosity and apply them to productivity and human connection.

## Mastery Lab: Video Content Marketing

Led by Glen Gracia and Annabelle Sachs of Legrand, this Mastery Lab focused on strengthening the use of both digital and physical tools to quickly create effective video content. This hands-on workshop was specifically designed for B2B marketers with limited time and resources who wanted to get practical guidance on video content marketing and what message to send across.

## “The Neuroscience of Memorable Content”

Cognitive Neuroscientist and Keynote Speaker Dr. Carmen Simon taught about the strategies for transforming marketing messaging into something worth noticing and remembering. Combining neuroscience with marketing, she led attendees through insights on how audiences will remember and act on marketing content.

## Mastery Lab: Google Analytics 4

In this Mastery Lab, Dana DiTomaso of KP Playbook and Kick Point led marketers with foundational GA4 knowledge on a fast-track to advanced understanding on how to confidently navigate the platform and make smarter, faster decisions with your data.



**Proving Marketing's Value: Metrics that Matter**  
Catherine Hamilton, Founder & Principal of Trestle Solutions, taught how leading organizations measure the impact of their marketing via ROI metrics, performance benchmarks, and practical strategies to connect marketing activity to business outcomes.

**Driving Sales and Marketing Alignment**  
Led by Kaytee Howarth, MBA, this session used real-world tactics to teach marketers and sales teams how to reduce friction and align goals between them while eliminating conflict and building trust.

**Building Future-Ready Teams with AI**  
Matthew Laredo, Director at the Alexander Group, discussed how to shift AI theory to practical, results driven- application for B2B marketers. This interactive session taught attendees about how to align AI with growth, investment, and marketing operations.

**Insight to Impact: The Power of Strategic Storytelling**  
Mary Czarnecki, Training Instructor and Business Coach taught attendees how to unlock audience insights and transform complexity into clarity, with a strategic storytelling framework that inspires emotional connection while elevating every B2B campaign.

# THANK YOU



# CORPORATE PARTNERS

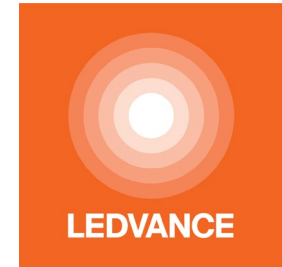


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# BEST OF THE BEST

For more than 50 years, the prestigious Best of the Best Awards Competition has been the hallmark of excellence, spotlighting outstanding marketing endeavors within the electrical industry.

Presented by Scott Costa of tED Magazine and Marketing Summit Committee Chair Becky Starkey of United Electric Supply, nominees had the chance to win the Best of the Best Award for the Advertisement,

Brand Awareness, Digital/Social Media, Events, Integrated Social Campaign, Product Launch, Public Relations- Community Outreach, Public Relations-Corporate, Selling Tool, Video, & Website categories.

The Overall Best of the Best Suppliers Award was won by Keystone Technologies while the Overall Best of the Best Distributors Award was taken home by Sonepar. Congratulations to all the 2025 winners!

