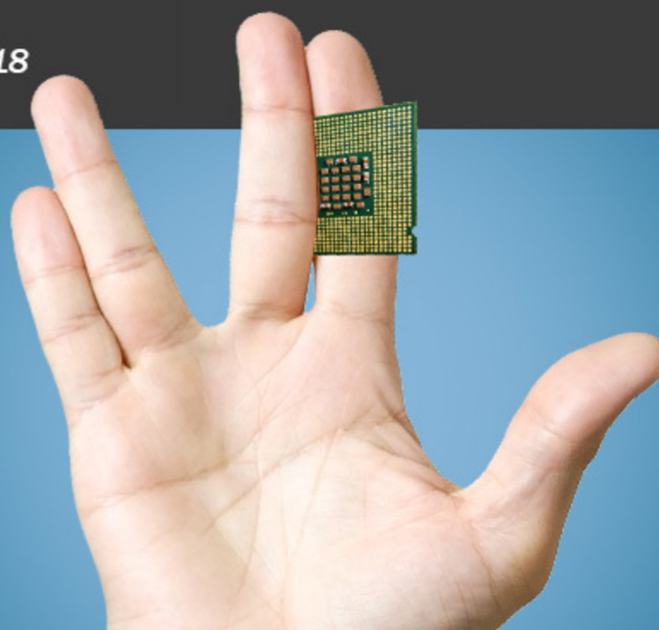


# LIVE LONG AND PROSPER WITH COMPELLING HUMAN TRUTHS



## Spock is Not Your Customer

By Brent Smith, Brand Developer and Marketing Strategist

Unlike the iconic character of Spock, your customers aren't cold and emotionless, so your marketing can't be. Marketing pioneers Intel know this well. They have been engaging audiences with interesting stories for years.

Earlier this year, we shared our list of six key takeaways from the seminars we attended at CES 2018. As we are getting closer to CES 2019, we are reflecting on some of the gems that really rang our bell from the event last year. In our [first article](#), we expanded on the first half of the list and we'll expand on the second half of the list.

[Read more](#)

### Newsflash

## Which Skills Equal Success in Tech?



Technology is constantly changing, and it's changing the world around us. So, how can you keep up with something that is ever-evolving and never really stopping? There are certain skills that equal success in tech.

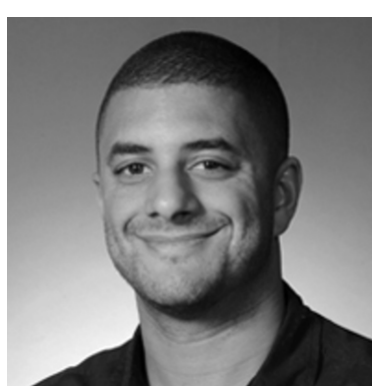
Join ICTAM and a diverse group of disruptive thinkers including movers, shakers and policy makers to discover the keys to tech success at DisruptED: *The Future of Work*, Jan. 31 - Feb. 1.

[Register now](#)

## Welcome Our Newest Team Members



Glen Sapach,  
Creative Lead



Rob Groce,  
Online Marketing Manager



Kim Kakegamic,  
Copywriter

## Welcome Our New Clients



6P Marketing will be **closed** on Monday, December 24th, 2018 and re-opening on Wednesday, January 2nd, 2019.

We would like to wish everyone a **Merry Christmas**.

### From around the web



Top six tips for improving your e-newsletters

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CES 2019: here's what you can expect from the annual tech-stravaganza

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"Golden Nugget" advice from leading technology marketers

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