

"Golden Nugget" Advice from Leading Technology Marketers



6 Takeaways from CES 2018 in Las Vegas

By Brent Smith, Brand Developer & Marketing Strategist

While most of the 180,000 visitors that descended upon this year's International Consumer Electronics Show were focused on the exhibition trade floors, – our team from 6P Marketing team was focused on the two days of seminars hosted by world-class authorities in marketing and technology.

Here are six key takeaways that really rang our bells and have stayed with us as we continue our work helping clients in the Technology sector move their business forward.

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How Scalable is Your Business?

By Paul Provost, President of 6P

Per session held Feb 28, 2018 at Mobile World Congress 2018
Presenter: Felix Petersen, Managing Director Europe, VP - Samsung Next

In February of 2018, 6P's fearless leader, Paul, took some time during a well-earned vacation to join the Western Canadian Trade Delegation (www.ictwest.ca) in Barcelona for the 2018 Mobile World Congress.

The following are Paul's topline takeaways for businesses – not just tech companies – taken from Felix Peterson's session.

If you are thinking of scaling your business, here are 3 scenarios that may apply to you and your business.

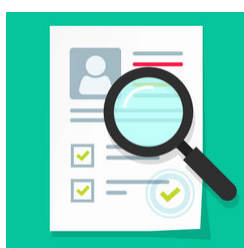
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