

Media, Marketing Leaders Gather for Inaugural ‘Content All Stars’ Event in New York City

Written by Australian Business

NEW YORK--([BUSINESS WIRE](#))--The [Online Publishers Association \(OPA\)](#) , the only trade association that exclusively serves the diverse needs of high-quality digital publishers, today announces [Content All Stars](#) , an inaugural conference highlighting the collaboration between media and marketing executives utilizing the power of content and brands to engage readers, consumers and audiences in driving business. The event will be held on Thursday, September 18 at the Conrad Hotel in New York City.

Executives from leading media companies – The New York Times, Vox and ESPN – and senior marketing executives from the biggest brands – Red Bull, Goldman Sachs and IBM – will discuss how digital content development and distribution are disrupting traditional models of marketing and media, and how the industry is adapting to significant changes.

"At the heart of the marketer-publisher-consumer relationship is a content experience built on trust and credibility," says Jason Kint, new CEO of the Online Publishers Association. "With Content All Stars, digital creators and thought leaders will come together for the premier event that explores this dynamic relationship by highlighting excellence, exposing new ideas and tackling the hot-button issues which have the power to push the digital content business forward."

Soledad O'Brien, award-winning journalist, broadcaster and founder of Starfish Media Group, will keynote the event with a discussion on diversity and the power of storytelling. Additional keynotes include a session on the origins of creativity with Sarah Lewis, author of "The Rise: Creativity, the Gift of Failure, and the Search for Mastery;" and an energizing "shot of espresso" from Jason Silva, futurist and TV Host of National Geographic Channel's "Brain Games."

Marketing and digital media leaders will gather to share compelling content experiences and case studies, covering topics such as:

- "The Art and Science of Content Marketing"
- "Leveraging Content to Drive Consumer Behavior"
- "Maximizing Data to Drive Engagement and Sales"

- “Attracting and Engaging Audiences”
- “The Role of Technology in Maximizing Impact”
- “Viral Content and Driving Consumer Behavior via Social Channels”

In addition to Content All Stars, the OPA hosts events throughout the year that focus on collaboration in the digital content business in order to produce forward-thinking communications that educate stakeholders and support industry growth.

Content All Stars’ current sponsors include LinkSmart and Tremor Video. Senior-level brand marketers can request an invite for limited-availability seats, [details here](#).

ABOUT THE ONLINE PUBLISHERS ASSOCIATION

Founded in June 2001, the Online Publishers Association (OPA) is a not-for-profit trade organization dedicated to representing high-quality digital content brands before the advertising community, the press, the government and the public. The OPA produces proprietary research on advertising and media consumption online for our members and the public, creates public and private forums to explore and advance key issues that impact content brands, and works to educate the public at large on the importance of quality content brands.

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