

ACCESSING YOUR EVENT BENEFITS

Put your membership event passes to work at two distinct summits designed to connect you with peers, spark new ideas, and help tackle your biggest challenges.



DIGITAL MARKETING & COMMUNICATIONS PRACTITIONER SUMMIT

Where social media, AEO, digital marketing, and communications leaders dig into the challenges shaping their work.

MAY 25–26, 2027 | WASHINGTON, DC
Gaylord National Resort & Convention Center



SCOPE:

Intimate, members-only peer discussions focused on real-world challenges.



ATTENDEES:

300+ Social Media and AEO Board members, and digital marketing and communications leaders from large brands.



KEY FOCUS:

Social media, AEO/AI-driven discovery, and today's most pressing digital marketing and communications challenges.



CONTENT:

Candid peer discussions, practitioner-led case studies, interactive workshops, and advisory roundtables.



ADDITIONAL PERKS:

Private member dinner, peer-led meal discussions, and confidential industry roundtables.

**PRACTICAL INSIGHTS.
CANDID PEER CONNECTIONS.**



NORTH AMERICAN MARKETING LEADERSHIP SUMMIT

Fresh perspectives and forward-thinking ideas from marketing and communications leaders across industries.

SEPTEMBER 20–22, 2027 | DALLAS, TX
Hyatt Regency Dallas



SCOPE:

A large-scale gathering of senior marketing and communications leaders from large enterprises.



ATTENDEES:

600+ attendees, including 300+ members of our communities, with an audience of senior enterprise marketing and communications leaders.



KEY FOCUS:

Double the programming streams: six covering social media, AEO/AI-driven discovery, content strategy, and broader marketing and communications leadership.



CONTENT:

Inspiring keynotes, expert-led case studies, interactive panels, and workshops.



ADDITIONAL PERKS:

NEW: A fully dedicated, members-only Leadership Forum, plus VIP lounge access and a private member dinner.

**FRESH PERSPECTIVES.
BROADER CONNECTIONS.**

FAQs

- **Can I bundle additional summit passes into my renewal?**
Yes, ask your Membership Director for more details.
- **Which summits can I use my passes for?**
NAMLS and the Digital Marketing & Communications Practitioner Summit.
- **Who is eligible to use the summit passes?**
Anyone on or off your roster applicable to the Summit. Individuals still must meet seniority requirements to attend.
- **When do I have to use my summit passes by?**
Within your membership term.

