

Dear FirstName,

As a **Board and Executive Committee Member of the Brand Registry Group** and Chair of Momentum's upcoming **3rd Digital Marketing & gTLD Strategy Congress**, I am delighted to invite you to join me, brand gTLD pioneers, leading advertising agencies, search engines, generic TLD applicants and the domain name industry on March 3-4 at the Dream Hotel in New York.

Once described by Reuters as 'a quiet Internet revolution' gTLDs are about to explode into the public with the first of the new domains recently launched. At the last Digital Marketing & gTLD Strategy Congress in London, Google announced that they planned to 'aggressively' start launching their gTLDs to develop their brand. Interbrand's report *The Internet's New Name Game*, commented "**The coming shift will have many implications, and brand managers can act now to ensure they aren't taken by surprise.**"

For the first time ever, organizations will be able to operate their own domain registry at the world root of the internet. The implications of this Internet change reverberate far beyond brand considerations alone, and will have an impact on existing business models. What will this the new internet landscape mean for brands? What will be the impact on digital marketing?

As this liberalization of a key aspect of the internet's infrastructure moves from strategy to reality, I would be delighted to see you at **Momentum's Digital Marketing & gTLD Strategy Congress** where you will have the opportunity to interact with a "Who's Who" of premier digital, branding and marketing professionals.

Hear from leading advertising agencies who will offer exclusive insights for remaining connected with your current market, and even identifying new ones in this new Internet landscape, as you gain invaluable insights from -

James Dyer, SVP, Digital, Hill+Knowlton Digital
Gemma Craven, Executive Director, Head of Social Customer Engagement, OgilvyOne
Paul Dyer, Chief Commercial Officer, W20 Group

Engage directly with ICANN senior leadership and pose your most pressing questions to – **Keynote Speaker – Akram Atallah, President, Global Domains Division** and **Cyrus Namazi, Vice President, DNS Industry Engagement** as he addresses **What Lies Ahead for Prospective Round 2 Applicants and Lessons Learned from Round 1**

Learn about crafting a gTLD launch strategy as you go behind-the-scenes and engage in a deep-dive case study examination during the opening session of the conference - **Behind the Scenes into a Live TLD Launch – Lessons Learned for Crafting a Successful TLD Launch Strategy.**

Benefit from **increased networking time** and the opportunity to *meet with your peers in a smaller group setting* during the interactive roundtable discussions on:

- How to Manage Internal Support from Marketing, Legal and IT to Achieve a Seamless TLD Implementation
- How to Build a Winning Digital Marketing Innovation Roadmap from Ideation to Execution
- Novel Brand Extension Opportunities through the Use of Strategic Alliances and Partnerships
- How to Set a Realistic but Workable Budget for Your TLD Launch

Uncover the strategies that the worlds' leading brands are actioning now to position themselves for success in this new Internet landscape once their gTLDs "go live." I hope to see you in New York on March 3-4.

Sincerely,

David Green
Head of Global Digital Marketing, KPMG
Chair, Momentum 3rd Digital Marketing & gTLD Strategy Congress