



“Rock star” keynote address and additional speakers announced
for Brandemonium event, just one month away

October 11-14, 2017

Duke Energy Convention Center | Cincinnati

*Keynote address to feature rock band OK Go’s Damian Kulash, Tim Nordwind
Additional speakers from Microsoft, Southwest Airlines, P&G round out huge lineup*

Cincinnati, Ohio (September 12, 2017) – Additional speakers and a “rock star” keynote address have been announced as part of the major lineup for Brandemonium, presented by 84.51°, a new international brand conference and festival happening at Duke Energy Convention Center in Cincinnati October 11-14. Microsoft Corporate Vice President of Brand, Advertising and Research Kathleen Hall, Southwest Airlines Director of Brand Communications Helen Limpitlaw and P&G Oral Care Vice President and General Manager Carlos De Jesus will join an all-star lineup of renowned speakers and panelists. The final keynote address will feature Damian Kulash and Tim Nordwind of the rock band OK Go.

“When I was managing director of Fountain Square,” said co-founder Bill Donabedian. “I booked OK Go for the re-opening on October 14, 2006. Hard to believe they will be in Cincinnati 11 years later to the date! To see them build their brand and fan base over the years has been amazing. Looking forward to their insight.”

Brandemonium also includes author and entrepreneur Seth Godin, Target CMO Rick Gomez, Jim Stengel, Google’s Kirk Perry, Robert Graham CEO Robert Stock, Dhani Jones and many more. Apart from the conference, Brandemonium’s festival aspect will “take over” the city with brand activations.

Badges are currently available for \$499 before prices increase on Friday, September 29. VIP badges are still available for \$799.

“Compared to other industry conferences, Brandemonium is a great value,” said Kevin Canafax, co-founder of Brandemonium. “Greater Cincinnati is an inexpensive place to do business and has helped make our pricing possible.”

Conference Registration

Registration is now open to attend the conference. Conference registration pricing (plus applicable tax) below:

- \$499 *ends Friday, September 29 or while supplies last*
- Walk-up - \$599
- VIP - \$799 (includes reserved seating, VIP lounge access, private meet & greet opportunities, and other exclusive invites and engagements)

More information, conference registration, conference schedule and the current lineup of speakers is available at brandemonium.com.

Brandemonium LLC is an event company based in Cincinnati, OH founded by Bill Donabedian and Kevin Canafax. Donabedian has more than 16 years of event experience launching events such as the MidPoint Music Festival and Bunbury Music Festival. Canafax has more than 30 years of corporate communication and public affairs experience as well as co-founding charitable events, Suits That Rock and Play On.

About 84.51°

[84.51°](http://84.51.com) brings together customer data, predictive analytics and marketing strategy to drive sales growth and customer loyalty for Kroger and more than 300 consumer-packaged-goods companies in the U.S. Our programs achieve business objectives by driving awareness, trial, sales uplift, earned media impressions and ultimately, customer loyalty. Using a sophisticated, proprietary suite of tools and technology, we turn customer data into knowledge, resulting in a more enlightened, more personal, dynamic approach to putting the customer at the center of every business decision.

More Information

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