



For Immediate Release

Second Coming: Details for The Gathering 2015 Cult Brand Conference

Successful event slated to return to Banff, Alberta, Canada February 18-20th, 2015

September 15, 2014

Calgary, Canada - Organizers behind The Gathering, a marketing event that assembled senior leaders from some of North America's most successful brands this past February in Banff, have announced the details for another event. The Gathering will take place again on February 18 to 19, 2015 in Banff, Alberta, Canada at the majestic Fairmont Banff Springs Hotel.

Leaders behind several of the brands honoured at the inaugural event – which took place February 21, 2014 at the same venue – are confirmed to be returning for The Gathering in 2015, including the National Hockey League and Las Vegas Convention & Visitors Authority.

“The Gathering recognizes the business impact of great brand strategies, and the courage of the brand leaders who champion them,” remarked Sheldon Lachambre, Managing Director for The Gathering. “(The Gathering is) a torchbearer for the unsung heroes behind successful brands who may never be honoured for silly ad campaigns, but unarguably have notoriously loyal cult followings.”

The Gathering honours the few brands that have achieved cult status among consumers. More than an awards show, it provides an exclusive forum for professionals to learn the secrets that courageous leaders have used to build North America's most coveted brands.

Initially planned as a one-time only event, popular demand has prompted organizers to consider making The Gathering an annual conference. “The response from attendees following the inaugural event was overwhelmingly positive. Many told us it was the best event of its kind they'd ever attended, and requested we host another one,” explained Lachambre. “We've expanded the event to two days, and are improving both the content and the format. In many ways, it will be more impressive than the first, with some exciting partnerships taking form. Expect some big names and brands to be there,” Lachambre added.

Tickets for The Gathering 2015 have been released for sale at a special “early bird” rate of \$699 per attendee. They can be purchased online at www.cultgathering.com, and the special pricing is in effect until September 31, 2014.

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About The Gathering

Founded in 2013, The Gathering is a professional development event focused on exposing the principles and practices employed by the world's most successful brands. The conference brings together respected thought leaders and senior executives behind brands who've dominated their industries or categories by winning the irrational loyalty and devotion of customers and fans the world over.

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