

September 2021



From the Director's Chair

I enjoyed seeing you at MPC21 The Digital Commerce Event and what a great time we had at our presentations, speed networking and virtual cocktail parties! Who knew that virtual could be so richly layered and exciting?

Special thanks to our sponsors, exhibitors, speakers, event organizers and guests for helping make our eleventh annual show a success. Keynote and panel presentation replays are now available on our [YouTube](#) page.

I'm excited to see so many positive developments as we emerge from the pandemic, stronger and more connected than ever before. Together, let's continue to build on our digital momentum and make 2021 a year of growth and economic recovery.

Let's keep our discussions, blog posts and webinars going as we achieve even greater milestones in digital commerce innovations. Feel free to reach out to me directly at marla@mpcevent.com and let's connect on [LinkedIn](#) and [Twitter](#).

I look forward to getting back together in person at MPC22!

Marla Ellerman
Executive Director
[MPC Digital Commerce](#)



Celebrating digital commerce builders

I had an amazing time at MPC21 The Digital Commerce Event. Our panel discussion centered around the pandemic's impact on payments with experts whose innovations are moving digital commerce forward. Instead of popping tiles and gutting legacy systems, these builders are taking technology platforms to a whole new level by leveraging their inherent capabilities. I shared highlights from our discussion on Aug. 23, 2021, in Issue 21:08:02 of The Green Sheet: [The Very Point of Sale: Bridging the Digital Commerce Divide](#)



Intel Insights, Part 1: Building on Digital

Our collective journey from paper-based transactions to digital, omnichannel commerce has been marked by technology milestones as we remove friction, improve security and enhance the customer experience. And more importantly, our journey has been marked by human breakthroughs as we've learned to harness the power of trust, collaboration and co-creation.

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Global leaders converge at MPC21 Global Trends Track

The Global Trends Track launched successfully on Thursday, August 19, 2021, the third and final day of the 11th annual MPC conference.

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Equity News



MPC Attracts Diverse Global Audience

The eleventh annual MPC Digital Commerce Event, the virtual show, which took place from Aug. 17 to 19, 2021, attracted registrants from numerous industries, countries and organizations, conference planners stated.

Marla Ellerman, founder and executive director of The MPC Digital Commerce Event, thanked sponsors, partners and friends for their support. "Eleven years ago, a small group of mobile payments leaders met in New York City," she said. "Today, we meet online all the time to discuss emerging trends and opportunities in digital commerce."

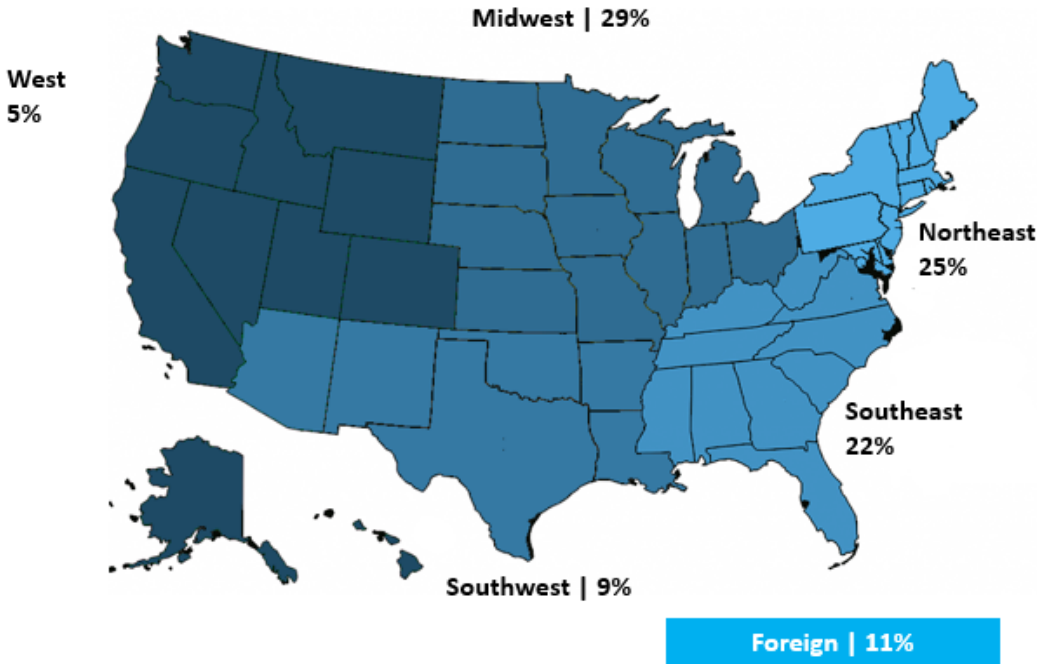
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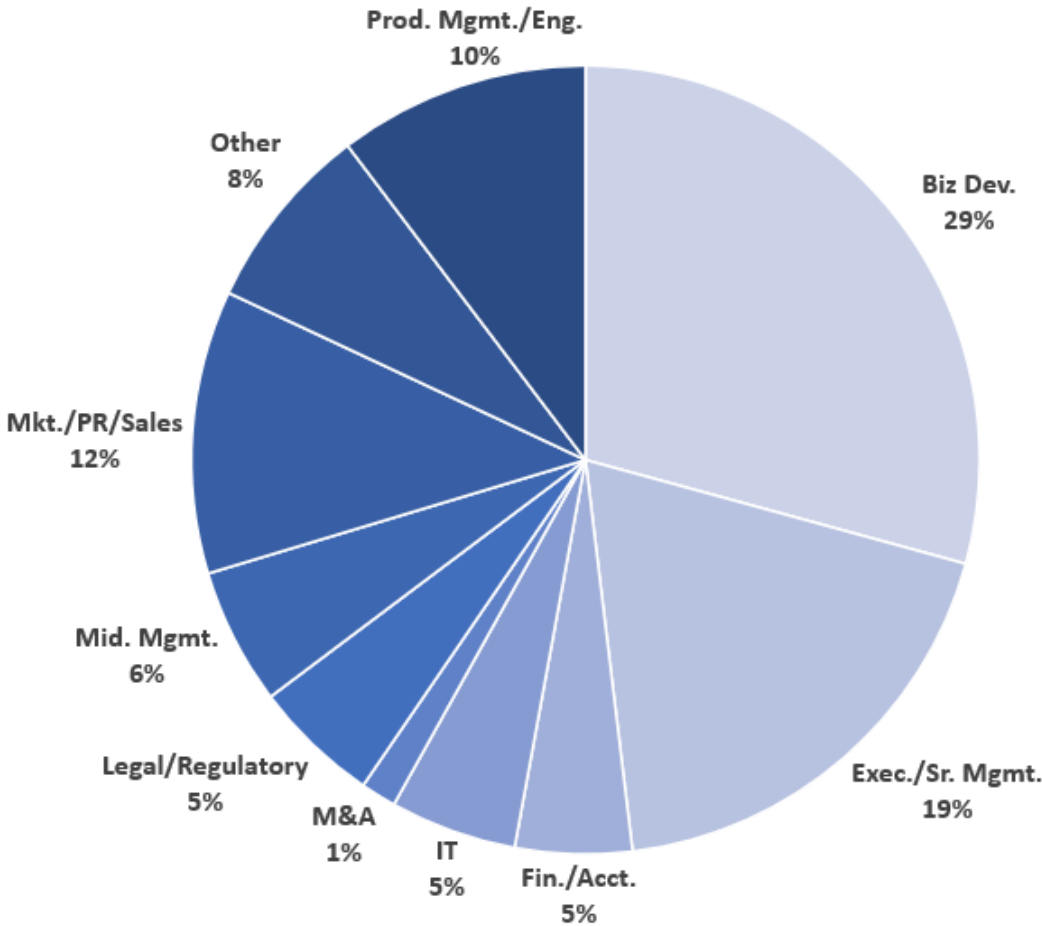
DEMOGRAPHICS

The MPC21 Digital Commerce Event was a huge hit with over 1,200 participants spread across all regions of the globe, job functions and industries. Check out the full demographic make-up.

REGION



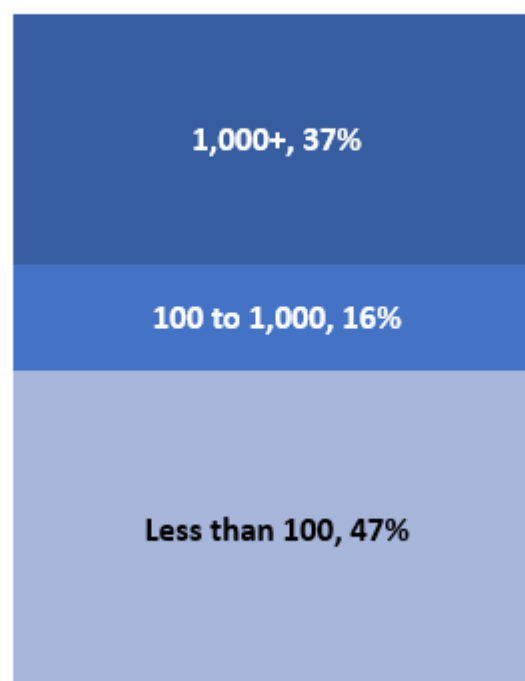
JOB FUNCTIONS



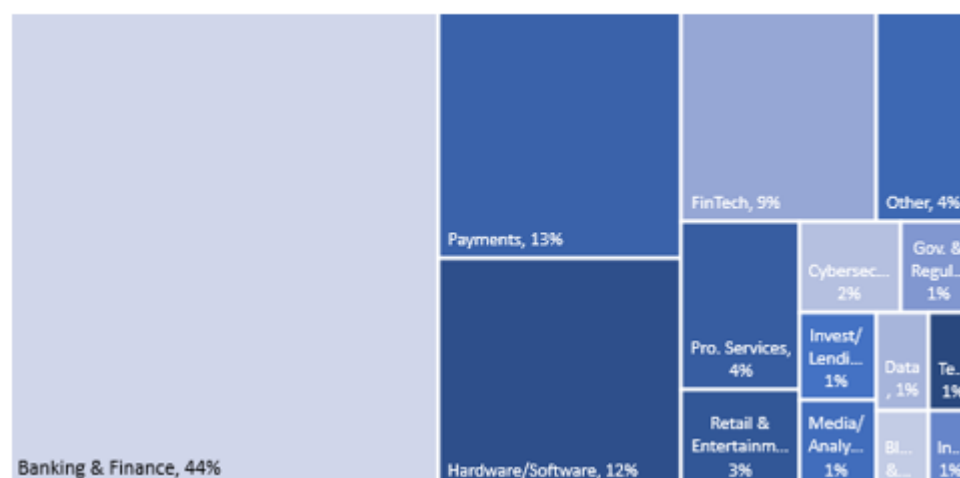
ANNUAL REVENUE



NUMBER OF EMPLOYEES



TOP INDUSTRIES



VIDEO HIGHLIGHTS

THE MPC21 VIDEOS ARE LIVE!

They are available on the [Mobile Marketing & Technology Magazine YouTube Channel](#).

Please feel free to go back and catch anything you missed, or that you want to watch again.



CHANGING THE PAYMENTS INDUSTRY
WORKSHOP

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EVOLVING TRENDS THAT WILL CHANGE THE FUTURE OF PAYMENTS
KEYNOTE

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WHAT IS THE DIRECTION OF CHANGE?
PANEL

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PAYMENTS AFTER COVID: THE CHANGING PAYMENTS PARADIGM
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PLAYING THE LONG GAME IN MOBILE SECURITY
KEYNOTE

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SAFE, SECURE, CONTACTLESS COMMERCE
KEYNOTE



GLOBAL CERTIFICATION AUTHORITIES DISCUSS EMERGING SECURITY STANDARDS
PANEL



CX IS KING-- BUSINESSES MUST PROVIDE FLEXIBLE DIGITAL SOLUTIONS TO STAY COMPETITIVE
KEYNOTE



HOW BANKS CREATE COMPETITIVE ADVANTAGE THROUGH FINTECH PARTNERSHIPS
KEYNOTE



THE STATE OF HUMAN-CENTRIC DIGITAL TRANSFORMATION
KEYNOTE



HUMANIZING FINANCIAL SERVICES TRANSFORMATION: THE PATHWAY TO MAKING VALUE REAL
KEYNOTE

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CONSUMER PAYMENT BEHAVIOR CHANGES DURING COVID
KEYNOTE



DIGITAL CURRENCIES & THE NEW WAVE OF PAYMENTS INFRASTRUCTURE
KEYNOTE



KEY 'MUST HAVE' STRATEGIES TO ACCELERATE YOUR TRANSFORMATION PROGRAM
PANEL

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NEW DEVELOPMENTS IN THE BLOCKCHAIN ERA
KEYNOTE

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DIGITAL WALLET & PRIVACY PROTECTION
PANEL



HOW PINTEREST IS DELIVERING INSPIRATION IN A POST PANDEMIC WORLD
KEYNOTE



THE RISING GENERATION'S IMPACT ON DIGITAL PAYMENTS
KEYNOTE

WATCH ALL VIDEOS NOW!

BLOG



The Green Sheet Interviews Patrice Boffa

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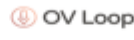
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#MPC19

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