



The COVID-19 pandemic has triggered an unprecedented global economic shutdown which is having a profound impact on businesses worldwide and the MARCOM industry that supports them. Yet, this crisis and subsequent economic reset are providing opportunities to elevate the role brands play in improving the lives of people, businesses and economies.

Learn, connect and get inspired by the progressive leaders who are turning crisis into opportunity and are successively building direct-to-consumer brands through creativity, innovation and a consumer-centric approach in a world that is anything but normal.

The focus on this year's **Creativity4Better global conference** will be on the vital issues we face today:

- How brands and creativity can fuel small and medium businesses, the true engine of economic revitalization and growth worldwide
- How direct-to-consumer marketing is evolving and driving business growth

Creativity4Better is one of the IAA's yearly global marquis events normally bringing people from around the world together at the National Opera in Bucharest.

This year, we will use the HOPIN platform to create a virtual and exciting global experience, including live speaker presentations, interactive workshops, live chat and Q&A, and virtual get-togethers for networking.

Due to the profound impact of COVID on business, focus on this year's event will be on how brands and creativity can fuel small and medium businesses and the surging power of direct-to-consumer marketing.

How to register:

- 1) Visit www.creativity4better.com
- 2) Under the Tickets section, select "General Admission" and use the coupon code **"IAAC4BUSA2020"**
- 3) Complete registration form and secure your seat

Learn More:

<https://www.creativity4better.com/>