



## West Corporation Announces Second Annual Word-of-Mouth Digital Summit

May 13, 2019

### West's Ambassador to host virtual event on May 15-16 with sessions live-streamed to a global audience

OMAHA, Neb., May 13, 2019 (GLOBE NEWSWIRE) -- [West Corporation](#) ("West" or the "Company"), a global leader in technology-enabled services, will host its annual Word-of-Mouth Digital Summit, a virtual event to share best practices, trends and strategies among thousands of digital marketers, business executives and customer experience experts on May 15 and 16, 2019.

This free, two-day summit will be held entirely online with 15 sessions spanning topics from customer reviews to referral, affiliate, influencer, and partner marketing.

"Word-of-mouth marketing has become a trusted way to engage today's buyers. This event provides marketers with proven methods to implement and elevate their referral programs," said Ben Chodor, President of West Digital Media. "We are bringing together the smartest practitioners in the most interactive, engaging format possible -- this is the only event of its kind and a must attend for marketers."

The summit is designed for marketing and business professionals across all industries, as well as digital marketing, branding, and public relations agencies. Content from novice to master levels will be offered.

Highlights from the agenda include:

- Keynote: How to Turn Your Customers into Volunteer Marketers, with Jay Baer
- 7 Best Word-of-Mouth Marketing Hacks for B2B Brands
- Taking a Holistic Approach to Partner Marketing
- Actionable Referral Marketing Tips for Consumer Brands
- Advanced Tactics for Influencer Marketing

West's [Ambassador](#) empowers organizations to increase customers, referrals and revenue by leveraging the power of word-of-mouth. Its marketer-friendly software simplifies referral marketing, automating the process of enrolling, tracking, rewarding and managing customers, affiliates, influencers and partners.

This event is powered by West Digital Media technologies, including streaming, virtual events, and content amplification.

Register and learn more [here](#).

### About West Corporation:

West Corporation is a leading technology enablement company that connects people around the world, making companies more efficient and improving lives. West helps its clients more effectively communicate, collaborate and connect with their audiences through a diverse portfolio of innovative solutions.

For over 30 years, West has provided reliable, high-quality voice and data services. West has sales and/or operations in the United States, Canada, Europe, the Middle East, Asia Pacific, Latin America and South America. West is controlled by affiliates of certain funds managed by Apollo Global Management, LLC (NYSE: APO). For more information, please call 1-800-841-9000 or visit [www.west.com](http://www.west.com).

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