



PRESS RELEASE

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For immediate release

ERA GLOBAL INAUGURATION OF THE US ADVISORY BOARD

Brussels, Belgium, 25th May 2022 – On May 24th ERA Global held the **Inauguration Meeting of the ERA Global US Advisory board**. Almost after 30 months of the recent crisis and global pandemic, ERA Global will finally realize its plans dating back to pre-covid times and relaunch its first global non-digital activity, the ERA Global Las Vegas autumn conference. This shall be the start for embracing all the learnings and developments of these past 30 months. We shall endeavour to adapt and shape the future of the modern direct to consumer omnichannel business providing a perspective on global developments and gathering the specialist in that field to bring this business to the next level.

This summer ERA Global will restart these activities with its **conference in Amsterdam, June 21st to 23rd** and will finally return to the location where the industry formerly gathered once per year in [Las Vegas](#) and will hold a [conference at the Cosmopolitan Hotel](#) from **September 19-21st**.

Returning to Las Vegas is a very important step for the association to maintain and rebuild the global network. The scope of the US Advisory board will be to accompany this step by reviewing how to create additional member benefits and in particular how all the deep knowledge and the specialists of this industry can contribute to shaping the future of the direct to consumer omnichannel marketing and product industry.

“It is very important that while we are finally leaving the situation of a global pandemic and with this unfortunate situation in the east of Europe, we turn our mindsets and focus on future development, options and business opportunities. We have seen and will see tremendous changes in consumer behaviour and media usage. We unite all the specialists in that field in our industry and can provide a global perspective on best practices” **Dieter Schneider** CEO MediaShop Holding Group, Austria, Chairman of ERA Global

ERA Global will provide an exquisite set of educational sessions at their Las Vegas event. The range of issues that will be discussed will vary from the newest developments in (sales) platform technology to new forms of consumer interaction, amazing success stories and a global perspective to see what is working successfully and what is new all around the globe.

We believe that with the strong expertise that only our industry brings to the table our conference will be far beyond the next bestselling product. It will provide a 360° insight for



anyone who wants to succeed in this business as we understand the need to optimize the full value chain. **Poonam Khubani** - President TeleBrands International, USA, Chair of the ERAG US Chapter

Post the conference ERA Global will offer a unique series of digital events to provide the opportunity for its global membership to constantly hear and learn from the best specialist how to catch the consumer eyeballs, how to create brand awareness, what are the latest developments in sales techniques and how to finally conduct the transaction.

“It was overwhelming to have such an esteemed group of specialists at the digital table devoting their time and sharing their insights. The extraordinary motivation and the spirit to deliver high value to all of our members and the global industry community as such will ensure the success story of this group of member volunteers. I thank all the members of the advisory board and call upon all interested members to join our group of specialists.” Dr. Julian Oberndörfer, CEO ERA GLOBAL.



About the Advisory Board

The US Advisory Board is constituted of volunteer ERA Global members. It meets digitally on a biweekly basis to discuss how to deliver additional value to the ERA Global members and therefore support the mission of ERA Global to maintain and grow the international industry community.

- Dieter Schneider - CEO MediaShop Holding Group, Austria, Chairman of ERA Global
- Poonam Khubani - President TeleBrands International, USA, Chair of the ERAG US Chapter
- Jonathan Gregory - MD, Oak Lawn Marketing International, USA, Chair of the ERAG APAC Chapter
- Sergio Myers – CEO, Surging Media Group, USA
- Andy Latimer - CEO and Founder Blue Water Media, USA
- Katie Williams - President Ideal Living, USA
- Shaun Gluss – Vice President Sales Allstar Marketing Group, USA
- Jimmy Mishan – Vice President Emson, USA
- Ken Daly - CEO of JML, UK - Treasurer ERA Global

About the ERA GLOBAL Conference in Las Vegas

The first ERA GLOBAL US conference for multi-channel and direct-to-consumer companies worldwide is taking place from **19th to 21st September 2022** in **Las Vegas**, at an exquisite location. Our attendees will enjoy in Las Vegas an excellent chance to network with suppliers and discover new opportunities in the home shopping industry at the event. We will provide generous exhibiting space for the product suppliers, as well as designated business areas, perfect to hold meetings, exchange ideas and conduct business over the course of the 3-day event.

For further information

www.events.era-global.org
conference@era-global.org

About ERA GLOBAL

ERA GLOBAL* is the only existing non-profit association representing the interests of the Multi-Channel Home Shopping Industry and direct-to-consumer business. Our members come from Europe, the Middle East, the Americas, Asia, and Australia, and are active all over the globe. ERA GLOBAL is the voice and network for businesses that offer innovative products to consumers through audio-visual presentation, the internet, and other electronic media, according to a recognized code of ethics. ERA GLOBAL advocates and supports the interests of our Global members and their customers.

* following the decision of the General Assembly of the Annual General Meeting 2021, the association will proceed with the registration of its new official name, Electronic Retailing Association Global/ ERA Global Asbl, BE 0867.005.301,RPM Brussels

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