

GOED Exchange 2012 Opens Registration

The GOED Exchange 2012 conference opens registration this month with an exciting agenda for those involved in the omega-3 space. The conference will be covering topics as diverse as the dynamics of the omega-3 market in China and how to communicate with consumers, and will also include an out-of-the box marketing challenges session that features the “Narrator-in-Chief” and emerging media strategist for the 2008 presidential campaign, Sam Graham-Felsen.

Hosted by the Global Organization for EPA and DHA (GOED), the GOED Exchange 2012 conference takes place at the Marriott Long Wharf Hotel in Boston, Massachusetts on June 6-8, 2012. The conference will feature a great mix of the latest scientific, marketing, regulatory and international perspectives that make the omega-3 business what it is today.

According to Adam Ismail, GOED Executive Director, “We are raising the bar, bringing together the highest caliber of speakers and panelists in the international omega-3 community.” The GOED Exchange goes beyond the basics of the omega-3 industry, said Ismail, “and is truly an interactive conference. The 2012 event promises to offer fresh perspectives as well as some old favorites from the inaugural Exchange.”

Specifically, the conference brings back the most popular sessions from the first GOED Exchange, including more founders of omega-3 research and innovative real-world uses of EPA and DHA. In addition, featured speaker Sam Graham-Felsen will talk about the challenges of marketing to millennials, traditionally a less engaged demographic for omega-3 usage. Additional speakers are being lined up to discuss how to combat negative marketing, and offer a true debate on safe intakes of omega-3s.

To see the full agenda and to register for the conference, visit goedexchange.com.