



# Press Kit

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## Networld Media Group

Founded in 2000, Networld Media Group is a leading business-to-business (B2B) media communications company specializing in digital media, associations and events in the mobile, self-service, digital signage, retail, food service and financial services industries. Online properties include ATMmarketplace.com, DigitalSignageToday.com, FastCasual.com, PizzaMarketplace.com, KioskMarketplace.com, MobilePaymentsToday.com, VirtualCurrencyToday.com, QSRweb.com, RetailCustomerExperience.com and ChurchCentral.com. Networld's event properties include the Fast Casual Executive Summit, CONNECT Mobile Innovation Summit, Interactive Customer Experience (ICX) Summit, Bank Customer Experience (BCX) Summit and the Restaurant Franchising & Innovation Summit.

Company website: [www.networldmediagroup.com](http://www.networldmediagroup.com)



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## Editorial Mission

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Be the premier online destination for a global audience of executives and decision makers in all sectors of the ATM market, including banks and other financial institutions, hardware, software and network service providers, retailers, distributors and independent ATM deployers (IADs).

## Content Focus

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ATMmarketplace.com reports on news, events, trends and people in the ATM industry; we cover:

- Hardware
- Software
- Operations
- Security
- Wireless and debit/mobile payments innovation
- All aspects of compliance in a complex regulatory environment
- Cash management and other facets of network performance and ROI optimization
- Banking automation
- Fraud monitoring and prevention
- Global industry news and market dynamics (including extensive coverage of ATM trends in developing economies)
- A wide variety of customer experience aspects, including ATM functionality, location, aesthetics, maintenance, hygiene and much more

Brand website: [www.atmmarketplace.com](http://www.atmmarketplace.com)



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## Editorial Mission

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ChurchCentral.com is a leadership megablog for pastors, lay leaders, consultants and denominational leaders. The site features free blogs, videos and downloads designed to help churches grow and fulfill their missions.

## Content Focus

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**Blogs** – Our cast of bloggers regularly post insightful, practical posts for senior ministry leaders in search of how-to advice and encouragement.

**Videos** – Church Central’s archives include more than 300 videos centered on church leadership and growth topics. New clips are posted every week.

Brand website: [www.churchcentral.com](http://www.churchcentral.com)



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## Editorial Mission

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Be the premier online destination for consumer marketing and retail executives seeking to differentiate their brands in bold ways and to form strong connections and brand impressions with customers.

## Content Focus

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DigitalSignageToday.com reports on news, events, trends and people in the digital signage and digital-out-of-home (DOOH) industries; we cover:

- Hardware & software innovation
- Advertising concepts
- Content creation & management
- Networks
- Customer experience
- Program management
- Performance/ROI delivery and measurement

Brand website: [www.digitalsignagetoday.com](http://www.digitalsignagetoday.com)



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## Editorial Mission

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To help Fast Casual restaurant executives operate profitably and deliver outstanding customer experiences.

## Content Focus

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FastCasual.com reports on news, events, trends and people in the \$23.5 billion Fast Casual restaurant industry; we cover all of the latest innovations in:

- Food & beverage
- Restaurant technology & equipment
- Restaurant design, layout & signage
- Operations management
- Staffing & training
- Food safety
- Customer experience
- Franchising
- Marketing & branding
- Regulatory compliance & risk management
- Sustainability
- Health & nutrition and much more

Brand website: [www.fastcasual.com](http://www.fastcasual.com)



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## Editorial Mission

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Be the premier online destination for a global audience of executives and decision makers with interests in the kiosk/self-service industry, including retailers, banks/ financial institutions, entertainment, healthcare, travel, hospitality, restaurants, governments, nonprofits and many other types of providers offering self-service interactive experiences to their customers.

## Content Focus

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KioskMarketplace.com reports on news, events, trends and people in the kiosk/self-service industry. We cover:

- Technology innovation
- Design
- Branding
- Customer experience
- Hardware & software
- Maintenance & service
- Market trends
- Economics & statistics

Brand website: [www.kioskmarketplace.com](http://www.kioskmarketplace.com)



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## Editorial Mission

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Be the premier information resource for executives and influencers in the mobile market.

## Content Focus

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MobilePaymentsToday.com delivers information and insights that help organizations realize cost savings and operational benefits from mobile payments. Coverage includes technology implementation plus reporting on how to drive revenue through mobile marketing. We concentrate on helping the following types of organizations to implement and excel at using mobile payments technology:

- Retailers
- Restaurants
- Financial institutions
- Mobile app developers
- Online game developers
- Government agencies

Brand website: [www.mobilepaymentstoday.com](http://www.mobilepaymentstoday.com)



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## Editorial Mission

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Be the premier online destination for C-level pizza executives seeking cutting-edge intelligence for their multiunit restaurant concepts.

## Content Focus

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PizzaMarketplace.com's coverage unearths trends before they manifest and keeps pizza executives informed about all the latest innovations in:

- Food & beverage
- Digital signage
- Equipment & supplies
- Franchising & growth
- Health & nutrition
- Risk management
- Marketing
- Branding & promotion
- Operations management
- Ingredients
- Supply market dynamics
- Staffing & training
- Sustainability
- Food safety and much more

Brand website: [www.pizzamarketplace.com](http://www.pizzamarketplace.com)



For all media inquiries, please contact: [pr@networldmediagroup.com](mailto:pr@networldmediagroup.com)



## Editorial Mission

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To help quick service restaurant executives operate profitably and deliver outstanding customer experiences.

## Content Focus

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QSRweb.com reports on news, events, trends and people in the quick service restaurant industry; we cover all of the latest innovations in:

- Food & beverage
- Restaurant technology & equipment
- Restaurant design, layout & signage
- Operations management
- Staffing & training
- Food safety
- Customer experience
- Franchising
- Marketing & branding
- Regulatory compliance & risk management
- Sustainability
- Health & nutrition and much more

Brand website: [www.qsrweb.com](http://www.qsrweb.com)



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## Editorial Mission

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Help retailers differentiate on experience (rather than price) and gain competitive advantage through holistic understanding of consumers and how they want to shop.

## Content Focus

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RetailCustomerExperience.com reports on news, events, trends and people in the retail customer experience industry; we cover a broad array of relevant topics including:

- Retail technology
- Consumer behavior & service
- Digital merchandising & signage
- Merchandising & display
- Employee training
- In-store media
- Kiosks & self service
- Loyalty programs
- Marketing
- Multichannel & online retailing
- Point-of-purchase
- Social media
- Store layout & design, and much more

Brand website: [www.retailcustomerexperience.com](http://www.retailcustomerexperience.com)



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### **Editorial Mission**

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VirtualCurrencyToday.com provides daily information that furthers the understanding of virtual currency for businesses.

### **Content Focus**

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Virtual Currency Today provides the latest details on critical technologies and processes enabling businesses to accept and process virtual-currency transactions as well as information that enables consumers to spend, utilize and convert to virtual currencies. VCT keeps readers abreast of the latest happenings with regard to governmental regulations and laws regarding virtual currency usage.

Brand website: [www.virtualcurrencytoday.com](http://www.virtualcurrencytoday.com)



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Millennials and other digitally minded consumers are forcing financial institutions to rethink the way they do business. These consumers want to bank when and how it suits them — and to meet those expectations, banks are looking at technology solutions from around the world and other industries, such as retail.

The Bank Customer Experience (BCX) Summit will focus on the latest technologies and trends to capture the next generation of consumers including:

- Branch of the future
- Mobile payments
- Advanced-function ATMs
- Security – new rules & regulations
- Cash management
- Mobile wallets – gaining traction with digital consumers
- Digital signage in retail banking
- EMV

All these efforts, placed in a cohesive omnichannel strategy, will help today's financial institutions transform themselves and achieve customer growth.

Those targeted for attendance will include corporate executives in these areas:

- C-level
- Customer Experience
- Customer Service
- Retail Banking
- Mobile Banking
- Digital Banking
- ATM Operations
- Technology / Innovation
- Marketing
- Payments

Event website: [www.bankcustomerexperience.com](http://www.bankcustomerexperience.com)

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Mobile innovation is moving at breakneck speed and impacting every facet of how we go about our day. Retailers and restaurant operators are using the innovations of mobile to build a loyal fan base and promote product roll-outs in a variety of ways.

The CONNECT Mobile Innovation Summit will explore the many opportunities that retail and restaurant enterprises have for leveraging mobile and digital channels to build their brands, increase sales and improve customer engagement, experience and loyalty. The intimate environment of the summit and networking events provides the opportunity to interact and share ideas with other retail and restaurant industry professionals facing many of the same challenges.

CONNECT has been created for retail and restaurant executives with responsibility for, or contribution to, the mobile experience for their company, including:

- Mobile Strategy & Solutions
- M-commerce / E-commerce
- Marketing / Branding
- Customer Experience
- Customer Service
- CRM
- Social Media
- Loyalty Programs
- Technology / Systems
- App Development
- Digital Merchandising
- Payments
- Point-of-Sale
- Point-of-Purchase
- Store Operations

Event website: [www.mobileinnovationsummit.com](http://www.mobileinnovationsummit.com)

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The Fast Casual Executive Summit is a unique opportunity for everyone involved. Much more than “just another trade show,” it’s a chance for restaurant executives to get together in a casual work setting and learn from one another. Interactive sessions delve deep into topics that are on the minds of restaurant leaders today, and the Summit’s format allows the collective wisdom “in the room” to be distilled into concrete, actionable ideas that attendees take home with them.

This exclusive event is reserved for top-level restaurant executives — leaders and innovators of the fast casual industry. We bring together an experienced group of restaurant professionals whose common interests and concerns are brought to the table for open discussion in a fun and relaxing environment.

Event website: [www.fastcasualsummit.com](http://www.fastcasualsummit.com)

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Explore many of the technologies available to businesses – retail, hospitality, travel, restaurants, healthcare and more – for engaging customers. [Interactive Customer Experience Summit](#) will cover the landscape from kiosks to digital signage to mobile and beyond to give attendees insights they can put in action now to deliver outstanding interactive customer experiences.

Some of the technologies and topics that may be at ICX Summit:

- Assisted Selling
- Augmented Reality
- Automated Retail
- BLE Beacons / iBeacons
- Digital Out-of-Home (DOOH)
- Digital Signage
- Endless Aisle
- Gamification
- Gesture Technology
- Kiosks
- Mobile
- Mobile Payments
- NFC
- Omnichannel
- Self-checkout
- Social Media
- Tablets
- Transparent Displays
- Video Walls
- Wayfinding

Organizations targeted for attendance will include:

- Banks / Credit Unions
- Colleges / Universities
- Entertainment venues
- Government agencies
- Hospitals / Healthcare facilities
- Hotels / Resorts
- Public transportation
- Retailers
- Restaurants

Event website: [www.icxsummit.com](http://www.icxsummit.com)

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Some of the fastest growing chains in the restaurant industry are the ones embracing innovation throughout their operations. The Restaurant Franchising & Innovation Summit will explore how limited-service chains can leverage innovation in a variety of forms — from experience innovation to kitchen innovation to menu innovation and beyond — as a catalyst for franchise expansion. By continually investigating and investing in cutting-edge solutions for both the front of house and back of house, franchisors put themselves in a very strong position to attract potential franchisees who are seeking opportunities with forward-thinking brands.

The Restaurant Franchising & Innovation Summit will help franchisors be more progressive in many areas of their business to attract both investors and customers. Some of the topics that may be addressed include:

- In-store technology
- Customer engagement
- Marketing and branding
- Promotion and loyalty programs
- Menu development
- Kitchen design
- Restaurant operations
- Franchise development
- Financing
- Employee recruitment and training
- Supply chain management

The Summit is targeted to anyone on the corporate franchising side involved in driving product, service, equipment, and customer-experience innovation, new franchise development, franchise branding, and consistent technology adoption, use, and utilization among existing system franchisees. This also includes successful franchise owner/operators who serve in advisory capacities, as pilot testers, early adopters, and vocal champions of new system innovations and technologies.

Attendance will include executives with responsibility for:

- Franchise development
- Franchise operations
- Information Technology
- M-commerce / E-commerce
- Marketing / Branding
- Operations
- Payments
- Purchasing
- Strategy

Event website: [www.franchisinginnovation.com](http://www.franchisinginnovation.com)

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