



Westchester Digital Summit to bring networking to White Plains

February 24, 2014 - Front Section

Westchester County will play host to the second annual Westchester Digital Summit on May 15th, the breakout forum offering unprecedented insight from globally-recognized digital professionals and tremendous networking opportunities for attendees.

"The intellectual capital at the summit will be unparalleled," said Chris Dessi, CEO of Silverback Social and producer of the Westchester Digital Summit, noting premier talent from around the globe will take to the dais and share their keys to success. "We have a roster of celebrity speakers who will not only present, but also meet and mingle with attendees."

Speakers and panelists include David Kidder, the New York Times best-selling author of *The Start-Up Playbook* - a tome lauded as scripture in the digital business realm - and Gary Vaynerchuck, the star entrepreneur who founded Vayner media and revolutionized digital marketing. The summit will also feature insights - and networking opportunities - with leaders and innovators from Facebook, ESPN, General Electric and a suite of other major brands.

Attendees will have the opportunity to network with, inspire, and ultimately close business with one another, all with an exceptional twist - the added availability of and access to leading digital professionals from around the world. The summit will feature networking hours in the morning, afternoon and evening, for a total of 180 minutes exclusively dedicated to business development.

"The summit acts as an investment for professionals," Dessi said. The conference will also feature customized breakout sessions for realtors and non-profits, he added.

The summit's location - in the heart of bustling White Plains at the Ritz-Carlton - is in the vanguard of a trend establishing Westchester as a hotspot in the digital zeitgeist.

"We have global brands and brilliant executives and entrepreneurs right here in our backyard," Dessi said. "The summit is an affirmation of Westchester's digital diversity, leadership and potential." Named one of the "4 Lesser Known Conferences That Deserve Your Attention" by Forbes, the forum is fast becoming a must-attend event - and has plans to expand into a slate of other metropolitan areas, as well.

The Westchester Digital Summit is produced by Silverback Social and Zanzarella Marketing, and is sponsored by the Business Council of Westchester, Co-Communications, Driven Local, InspiriaMedia, Omnigon, On Time Transport, the Westchester County Office of Economic Development, and Westfair Communications.

For the latest news and updates, "like" at www.facebook.com/WestchesterDigitalSummit or follow on www.twitter.com/WDSummit. To register, email info@silverbacksocial.com, call (914) 490-0253 or visit www.westchesterdigitalsummit.com. The summit runs from 9am - 6pm at the Ritz Carlton in White Plains on May 15, 2014.