



IN BOUND

**INBOUND 24**

# INBOUND OVERVIEW

Sept 18-20 / Boston, MA



# ABOUT

**INBOUND** is HubSpot's dynamic three-day conference dedicated to the latest trends and tactics in marketing, sales, and artificial intelligence.

**INBOUND** features a diverse lineup of inspiring keynotes, educational breakouts, HubSpot product announcements and demos, and hands-on workshops, along with unique networking and entertainment experiences.

Since its inception, **INBOUND** has welcomed a wide array of speakers — industry experts, best-selling authors, and transformative innovators — and has attracted thousands of business leaders from around the globe.



# DEMOGRAPHICS

## 1 IN 2 ARE DECISION MAKERS

(Directors, C-suite, President, Founder, VP)

## COMPANY SIZE

Mid-Market or Corporate **72%**



## GENDER

Female

**59%**

Male

**39%**

They/Them/All

**2%**



## TOP INDUSTRIES

- Computer Service
- Advertising/Marketing
- Consulting
- Education
- Computer Technology
- Nonprofit
- Financial Services
- Web/Internet Services
- Consumer Goods/ Services
- Biotech

## TOP REPRESENTED COUNTRIES

- United States of America
- Canada
- United Kingdom
- Mexico
- Australia
- Germany
- Brazil
- Ireland
- France
- Netherlands



# HISTORY

Launched in 2012 by HubSpot co-founders Dharmesh Shah and Brian Halligan, **INBOUND** has become an annual experience for marketing and sales leaders that are looking for tailored educational sessions, visionary thought leadership, and actionable insights.

Since its inception, **INBOUND** has featured over 1,000 speakers who have shared insights on a wide range of topics including brand storytelling, growth strategies, deal negotiation, neuroscience, work-life balance, leadership development, and more. **Attendees gain access to a diverse network of leaders**, fostering an environment where unique ideas are exchanged and the latest trends are explored.



# LOCATION

As the birthplace of HubSpot and a beacon of technology and education, **Boston is our home for INBOUND**. From the cobblestone streets of the Freedom Trail to the historic landmarks of the American Revolution, **the city offers a welcoming journey through America's past**. Boston's rich historical tapestry, combined with its status as a contemporary hub for tech and entrepreneurship, provides an inspiring setting for learning, networking, and growth.

**Join us at the Boston Convention and Exhibition Center**, located in the heart of the Boston Seaport.

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# SPEAKER HIGHLIGHTS



**2016**  
**Serena Williams**



**2017**  
**Michelle Obama**



**2018**  
**Shonda Rhimes**



**2019**  
**Chip & Joanna Gaines**



**2020**  
**Bob Iger**



**2021**  
**Oprah Winfrey**



**2022**  
**Barack Obama**



**2023**  
**Reese Witherspoon**

# PAST PARTNERSHIPS





“

**I WAS PARTICULARLY IMPRESSED WITH THE VARIED CONTENT AND UNIQUE SPEAKERS. I CAN'T IMAGINE AN EVENT ANYWHERE IN THE WORLD THAT WOULD OFFER MORE VALUABLE INFORMATION TO THE BUSINESS AND MARKETING WORLD.**

”

**— KATHI J.**  
Director of Graduate Partnerships, Regis College



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**See you at INBOUND**

[→ inbound.com](https://inbound.com)

