



**Bill McGlade, CEM**

President

eplQ Creative Group and Community Leaders Institute

[bmcglade@epiqcreativegroup.com](mailto:bmcglade@epiqcreativegroup.com)

[bill@communityleadersinstitute.com](mailto:bill@communityleadersinstitute.com)

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## Topics

- Building 365 Organizational Communities
- Community Marketing: How to grow engagement
- Content Marketing: Why It's the Now and Future and How to Effectively Implement
- Event Marketing That Works

## Profile

An industry pioneer, Bill McGlade, has served the association and events industry through innovation and ingenuity. As a published author and entrepreneur Bill has scaled, sold, and acquired multiple businesses to further the trajectory of the industry. A firm believer in community and its value in the marketing ecosystem, Bill is currently the President of both eplQ Creative Group and Community Leaders Institute.