

DIGITAL SUMMIT ATLANTA 2018 SPONSORS



DIGITAL SUMMIT ATLANTA 2018 PARTNERS



ADDITIONAL 2018 GLOBAL PARTNERS



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TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **Rightpoint**
Password: **digital18**



Official Agenda

Visit digitalsummit.com/atl for the most up-to-date agenda and the ability to rate speakers & sessions.



Progress VIP Lounge

The VIP Lounge (located on level 3) is available to VIP Badge holders, Speakers and Sponsors for refreshments, light snacks, and a place to network and check email.
Day 1: 12:30pm - 5:15pm
Day 2: 8:30am - 4:30pm



Will I be able to view presentations after the conference?

Yes! All speaker slide decks that we are able to share will be posted online for view-only access within a week. Look for a post-event email with access instructions.



Missed lunch or need a snack?

Concessions can be found on level 2 during the following times:
Tuesday 12:00pm - 4:00pm
Wednesday: 8:30am - 4:00pm



Hanapin Marketing Charging Station

Need to power up? Drop your device off at the Charging Station located in the sponsor area.

VENUE AND CONFERENCE INFO



Contact Info

For after-hours assistance please email Help@techmediaco.com
For sponsorship information please email ROI@techmediaco.com



Venue Info

- Level 1**
- o Registration
 - o Cuebiq Stage 1
 - o Smartling Stage 2
 - o GetResponse Stage 3
 - o Sponsor Area
 - o Hanapin Marketing Charging Station
- Level 2**
- o Alight Analytics Stage 4
- Level 3**
- o Progress VIP Lounge

UPCOMING 2018 DIGITAL SUMMIT SERIES

Portland, OR
June 12-13

Denver, CO
July 17-18

Philadelphia, PA
July 31 - August 1

Tampa, FL
August 8-9

Boston, MA
August 15-16

Minneapolis, MN
August 22-23

Washington, DC
August 27-28

Detroit, MI
September 12-13

Chicago, IL
September 26-27

Charlotte, NC
October 3-4

Raleigh, NC
November 14-15

Dallas, TX
December 4-5

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TUESDAY, MAY 22

8:30am - 12:30pm
AM Workshops
Conquering the Customer Journey with Content Marketing (Cuebiq Stage 1)
• Noelle Schuck & Erik Solan, Vertical Measures

Winning at SEO in 2018 (Smartling Stage 2)
• Janet Driscoll Miller, Marketing Mojo

45 Tactics to Take Your Email from Zero to Hero (Alight Analytics Stage 4)
• Michael Barber, Godfrey

12:30pm
Main Conference Registration Opens

1:15pm – 2:15pm
Opening Keynote
The Scientific Secrets of Perfect Timing (Cuebiq Stage 1)



• Daniel Pink
Best-Selling Author

2:30pm – 3:00pm
Storytelling in the Age of Chatbots and AI (Cuebiq Stage 1)
• Carlos Gil, Gil Media Co

Speed to Insight: The Key to Marketing Analytics (Smartling Stage 2)
Presented by Alight Analytics
• Matt Hertig, CEO & Co-Founder

Mobile: Why Customers Are Addicted (And What Marketers Can Do About It) (GetResponse Stage 3)
• Erin Everhart, Home Depot

Converting Leads to Customers Through Automation, Personalization and Sales Process (Alight Analytics Stage 4)
Presented by Progress
• Kevin Hourigan, CEO, Bayshore Solutions

3:15pm – 3:45pm
Content Marketing Boom or Bust? Surprising Truths and Myths Behind Best Practices (Cuebiq Stage 1)
 • Lorraine Goldberg, AllReceipes.com

Using Social Listening To Find The Next Big Thing (Smartling Stage 2)
 Presented by **MailChimp**
 • Jay Maldonado, Sr Marketing Manager

Engaging in a Connected World with the Power of Audio (GetResponse Stage 3)
 • Gabe Tartaglia, Pandora

Trigger Emails Made Simple (Alight Analytics Stage 4)
 • Susan McKenzie, Cisco Systems

4:00pm – 4:30pm
Using Facebook to Build High-Converting Sales Funnels for ANY Business (Cuebiq Stage 1)
 • Jordan Steen, Cereal Entrepreneur Academy

Tag, You're It! Track Your ROI with Google Tag Manager (Smartling Stage 2)
 • Siobhan Lidon, FSC Interactive

How AI Will Let Us Be Marketers Again (GetResponse Stage 3)
 Presented by **IBM**
 • Michael Trapani, Product Marketing Leader

Harnessing Analytics for More Effective Content and Messaging (Alight Analytics Stage 4)
 • Dan Gilgoff, National Geographic

4:45pm – 5:15pm
Your Users Will Reward You For Using Accelerated Mobile Pages (AMP) (Cuebiq Stage 1)
 • Ben Morss, Google

Top Tips to Have Your Best Year of Email Marketing Ever (Smartling Stage 2)
 Presented by **Emma**
 • Nora Snoddy, Director of Marketing

Automating Operations to Grow Your Business (GetResponse Stage 3)
 Presented by **Accele**
 • Juan Parra, Head of Marketing

Spanx Gut Instincts vs. Data Analytics: The Road to Being Customer Obsessed (Alight Analytics Stage 4)
 Presented by **Magento**
 • Christina Bowles, Spanx

5:15pm – 6:15pm
Opening Reception hosted by **IBM** (Sponsor Area)

DAY 2

7:30am – 8:30am
Morning Coffee Networking hosted by **Magento** (Sponsor Area)

8:30am – 9:00am
Irresistible Emails - Inject New Life Into Your Email Marketing (Cuebiq Stage 1)
 Presented by **SendGrid**
 • Jillian Wohlfarth, Director of Content

A/B Testing & Optimization: How to Take the Web from Good to Great (Smartling Stage 2)
 • Scott Calderwood, SAS

Predictive Analytics: Making Your Data Work Harder for Your SEO and Other Content Marketing (Alight Analytics Stage 4)
 • Marc Engelsman, Digital Brand Expressions

9:15am – 9:45am
The Hank Moody Guide to Email Marketing: Authentic Messages that Provoke Response (Cuebiq Stage 1)
 • Karen Talavera, Synchronicity Marketing

Getting the C-Suite Socially Active: Turning Senior Level Executives into Brand Ambassadors (Smartling Stage 2)
 • Andreea Cojocariu, Windstream Enterprise



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Using Social Media and Content to Build Your Personal Brand and Land Your Next Job (GetResponse Stage 3)
 • Jeff Perkins, Parkmobile

Lessons Learned in Content Personalization During Worst Hurricane Month in History (Alight Analytics Stage 4)
 • Lindsay Howard, The Weather Company

10:00am – 10:30am
Make Your Messages Count: Using Consumer Insights for Compelling Content (Cuebiq Stage 1)
 • Brad Perry, authentic

Use Marketing Automation to Optimize Your Email Marketing (Smartling Stage 2)
 Presented by **GetResponse**
 • Kamil Jodelko, Customer Education Expert

Developing Innovative Solutions for a Better Customer Experience (GetResponse Stage 3)
 • Scott Emmons, Neiman Marcus

Integrating Strategy and Budgets to Form a Cohesive PPC Program (Alight Analytics Stage 4)
 Presented by **Hanapin Marketing**
 • Jeffrey Baum, Director of Services

10:30am – 11:00am
Networking Break

11:00am – 11:30am
Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Cuebiq Stage 1)
 • Michael Barber, Godfrey

Programmatic Evolved: Using Artificial Intelligence to Target, Measure, Convert, & Repeat (Smartling Stage 2)
 Presented by **Genius Monkey**
 • Jeremy Hudgens, SVP

Augment Your Brand: Integrating AR into Your Marketing Strategy (GetResponse Stage 3)
 • Cathy Hackl, Marketing New Realities

Search Engine Optimization in a User First World (Alight Analytics Stage 4)
 • Jake Finkelstein, Method Savvy

11:45pm – 12:15pm
Digital to Physical: Connecting the Dots in an Omni-Channel World (Cuebiq Stage 1)
 • Nicola Smith, Rebel and Reason

5 Steps to Getting your Global Content Strategy Right (Smartling Stage 2)
 Presented by **Smartling**
 • Annette Obermeier, Director, Global Marketing

Location Data as a Data Unifier: Retail Brand Successes (GetResponse Stage 3)
 • Drew Breunig, PlacelQ

Double Your Provable Returns from Paid Digital Media (Alight Analytics Stage 4)
 • Bill Leake, Apogee Results

12:15pm – 12:30pm
Passing Break / Grab Lunch

12:30pm – 1:30pm
Lunch Keynote hosted by **Mautic**
Zero-Dollar Marketing: Driving Global Impact Through Growth Hacking (Cuebiq Stage 1)



• Andrew Malcolm
 Evernote

1:45pm – 2:15pm
Send Great Email: How to Truly Communicate, Captivate and Connect with Every Subscriber (Cuebiq Stage 1)
 Presented by **Email on Acid**
 • John Thies, CEO

Why Your PR Sucks for Your SEO (Smartling Stage 2)
 • Alyssa Esker, Edelman

Chatbots & Mobile Wallets: Why Brands Need the Product Management Model (GetResponse Stage 3)
 • Raqib Sheikh, J. Walter Thompson

Attaining the Reach through Content and Influence Marketing (Alight Analytics Stage 4)
 • Juanika Didly, Ladypreneur Academy

2:30pm – 3:00pm
Measuring the Competition: Adopting Location Intelligence for Strategic Brand Planning (Cuebiq Stage 1)
 Presented by **Cuebiq**
 • Valentina Marastoni-Bieser, SVP Marketing

How to Map Your Digital Footprint (Smartling Stage 2)
 • Juntae DeLane, University of Southern California

Defining the Practical Side of Augmented and Virtual Reality (GetResponse Stage 3)
 Presented by **Rightpoint**
 • Brian Browning, VP

Death to Boring B2B Marketing: Driving Innovation with Design Thinking (Alight Analytics Stage 4)
 • Cliff Seal, Salesforce

3:15pm – 3:45pm
Five Key Traits for High Performing Marketing Organizations (Cuebiq Stage 1)
 • Mathew Sweezey, Salesforce

Combine Paid & SEO Strategies to Increase Your Bottom Line (Smartling Stage 2)
 • Erik Solan, Vertical Measures

PR Reimagined (Alight Analytics Stage 4)
 • Sarah Tourville, Media Frenzy Global

3:55pm – 4:25pm
Facebook Ads: Mastering the Power of the Demographic Fire Hose (Cuebiq Stage 1)
 • Susan Wenograd, Media Consultant

Effectively Utilizing Audiences for Greater ROI (Smartling Stage 2)
 • Andrew Wilder, Resolutions Media

Utilizing SMS (Messaging) to Improve Long Term Engagement (Alight Analytics Stage 4)
 • Freddie Bologno, DoSomething.org

4:25pm – 5:30pm
Closing Reception hosted by **Emma** (Sponsor Area)