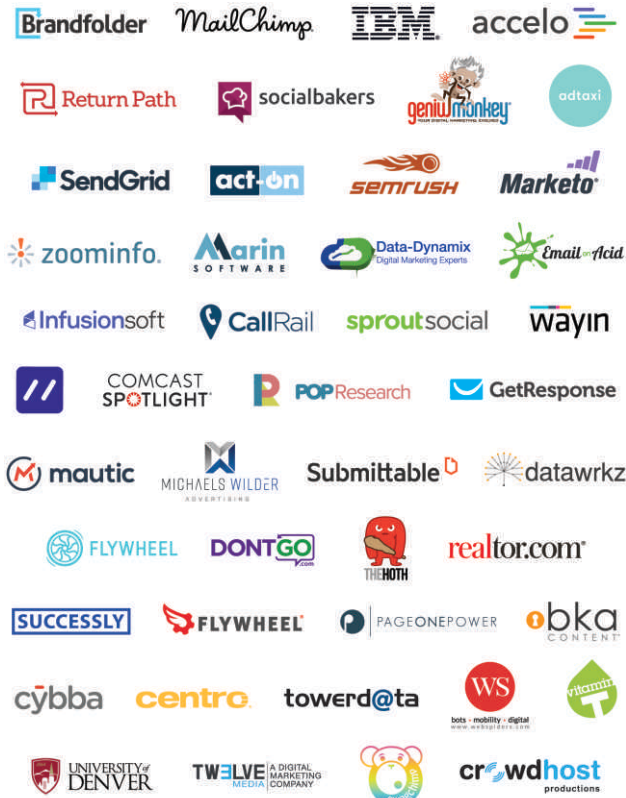


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VENUE AND CONFERENCE INFO



WiFi Info

Network: **DSDenver & DSDenver-Seawell**
Password: **digital18**



Official Agenda

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



Realtor.com VIP Lounge

The VIP Lounge - located in The Ellie - 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 - 5:30pm
Day 2: 8:30am - 5:10pm



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 in Limelight (across from Registration) during the following times:
Tue-Wed: 10:00am - 4:00pm



Accelo Charging Station

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

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

The Ellie

- o Adtaxi Stage 1
- o Brandfolder Stage 2
- o SendGrid Stage 3
- o Sponsor Area
- o Realtor.com VIP Lounge
- o Accelo Charging Station

Buell Theatre

- o ZoomInfo Stage 4
- o Mautic Stage 5
- o Swag Pick Up

Helen Bonfils Theatre Complex

- o Infusionsoft Stage 6

UPCOMING 2018 DIGITAL SUMMIT SERIES

Philadelphia, PA
July 31 - August 1

Detroit, MI
September 12-13

Tampa, FL
August 8-9

Chicago, IL
September 26-27

Boston, MA
August 15-16

Charlotte, NC
October 3-4

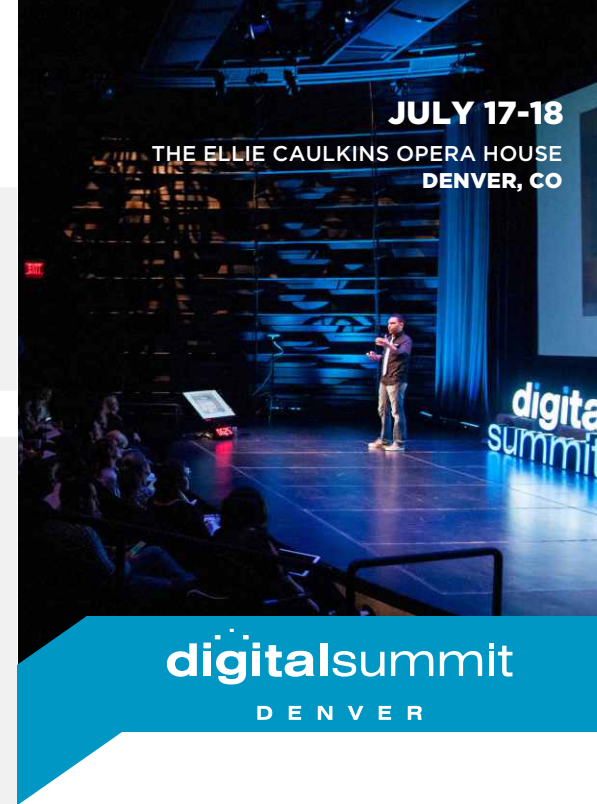
Minneapolis, MN
August 22-23

Raleigh, NC
November 14-15

Washington, DC
August 27-28

Dallas, TX
December 4-5

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TUESDAY, JULY 17

8:30am - 12:30pm
AM Workshops

SEO of Today: What Really Moves the Needle (Antaxi Stage 1)
• Mindy Weinstein, Market MindShift

Develop a Facebook Advertising Strategy to Reach Your Best Prospects (SendGrid Stage 3)
• Susan Wenograd, Media Consultant

45 Tactics to Take Your Email from Zero to Hero (Mautic Stage 5)
• Michael Barber, Godfrey

Conquering the Customer Journey with Content Marketing (Infusionsoft Stage 6)
• Shana Sullivan, Vertical Measures

12:30pm
Main Conference Registration Opens

1:15pm – 2:10pm
Opening Keynote
A Conversation with Chelsea Handler (Brandfolder Stage 2)

• Chelsea Handler
Comedian, Author and Producer



Moderated by Mike Albanese, Comedian

2:30pm – 3:00pm
We Have Liftoff: Transformational Open Innovation and Crowdsourcing (Antaxi Stage 1)
• Jason Crusan, NASA

Five Steps to Lifecycle Marketing Success (Brandfolder Stage 2)
• Menaka Shroff, Google

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

Send Great Email: How to Truly Communicate, Captivate and Connect with Every Subscriber (ZoomInfo Stage 4)
Presented by **Email on Acid**
• John Thies, CEO

Paid Social on Facebook & Instagram: Top 5 New Features (Mautic Stage 5)
• Todd Rose, Vail Resorts

Rebranding: Making a 145-Year-Old Institution Not Only Relevant but Irresistible (Infusionsoft Stage 6)
• Cynthia Round, Metropolitan Museum of Art

3:20pm – 3:50pm
How AI Will Let Us Be Marketers Again
 (Antaxi Stage 1)
 Presented by **IBM**

- Michael Trapani, Product Marketing Leader

Technology's Impact On Visual Storytelling Through Pre-Visualization (Brandfolder Stage 2)

- Chris Stover, DreamWorks

Constructing a Website Architecture that Supports Search Demand (SendGrid Stage 3)

- Lauren Polinsky, Kimpton Hotels & Restaurants

Personalization Marketing - 5 Breakthrough Techniques You Can Implement Today (And The Numbers To Prove It Works) (ZoomInfo Stage 4)

- Dana Severson, RightMessage.com

User Journey to Social Good Action (Mautic Stage 5)

- Ashley Baldwin, DoSomething.org

What's Technically Wrong With Your Website? (Infusionsoft Stage 6)

- Mindy Weinstein, Market MindShift

4:10pm – 4:40pm
Creating & Scaling Video Content
 (Antaxi Stage 1)

- LeighAnna Webb, Indeed.com

Five Key Traits for High Performing Marketing Organizations (Brandfolder Stage 2)

- Mathew Sweezey, Salesforce

(Art)ificial: How to Build a Brand in an A.I World (SendGrid Stage 3)

- Anne Gherini, Affinity Inc.

Irresistible Emails - Inject New Life Into Your Email Marketing (ZoomInfo Stage 4)

Presented by **SendGrid**

- Jillian Wohlfarth, Director of Content

Leadership Branding and the Impact on Business (Mautic Stage 5)

- Lia James, humanpredictions

How (and Why) to Bring Your Paid Search Advertising In-House (Infusionsoft Stage 6)

- Ashlee Anderson, YETI

5:00pm – 5:30pm
The Future Of B2B Marketing: Trends For The Contrarian Marketer (Antaxi Stage 1)

- Jon Lombardo, LinkedIn

Using Social Listening To Find The Next Big Thing (Brandfolder Stage 2)

Presented by **MailChimp**

- Jay Maldonado, Senior Marketing Manager

Welcome to the Jungle: The Rise of Amazon Advertising (SendGrid Stage 3)

Presented by **Marin Software**

- Wesley MacLaggan, Head of Marketing

Story Matters: How to Create Story-Based B2B and B2C Content (ZoomInfo Stage 4)

- Heather Levy, Gartner

How to Localize a Global Brand (Mautic Stage 5)

- Shilpa Rao, Molson Coors

Reuse, Recycle: How to Repurpose Your Content in 2018 (Infusionsoft Stage 6)

Presented by **SEMrush**

- Ashley Ward, Digital Marketing Strategist

5:30pm – 6:30pm
Opening Reception hosted by **IBM** (Sponsor Area)

DAY 2

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

8:30am – 9:00am
Your Users Will Reward You For Using Accelerated Mobile Pages (AMP) (Antaxi Stage 1)

- Nick Whitaker, Google

The Power of Purpose (Brandfolder Stage 2)

- Stacy Minero, Twitter

Beyond Campaigns: Finding Success with B2B Influencer Marketing (ZoomInfo Stage 4)

- Becca Taylor, Hewlett Packard Enterprise

Sustaining Top Performance in the Ever Changing World of Social Media (Infusionsoft Stage 6)

Presented by **Socialbakers**

- Bob Gearing, Global Head of Enterprise Solutions

9:20am – 9:50am
Video Everywhere (Antaxi Stage 1)

Presented by **Antaxi**

- Lindsay O'Connor, Senior Digital Sales Director

Business Storytelling: The Architecture Of Why People Will Care About Your Content (Brandfolder Stage 2)

- Robert Rose, Content Marketing Institute



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Digital to Physical: Connecting The Dots In An Omni-Channel World (SendGrid Stage 3)

- Nicola Smith, Rebel & Reason

The Digital Marketers Toolkit (ZoomInfo Stage 4)

- Thom Craver, CBS Interactive

Partner with Non-Profits to Make a Difference in the World. It's Good For Your Brand Too. (Mautic Stage 5)

- Lisa Schlarbaum, Hope House of Colorado

Data That Drives Email Marketing Relevance... and Revenue (Infusionsoft Stage 6)

- Jessica Best, Barkley

10:10am – 10:40am
Beyond Excel: The Marketing Data Analytics Stack (Antaxi Stage 1)

- Sam Fonoimoana, Stoke Analytics

The Art and Strategy Behind An Effective Instagram Account (Brandfolder Stage 2)

- Quinn Tempest, Digital Strategist

Carve with a Scalpel: Building an Account Based Marketing Strategy in 6 Easy Steps (SendGrid Stage 3)

- Steve Stewart, BMC Software

Paying for SEO: A Method For Increasing Lead Volume By Over 300% (ZoomInfo Stage 4)

- Garrett Mehrguth, Directive Consulting

Developing Innovative Solutions for a Better Customer Experience (Mautic Stage 5)

- Scott Emmons, Neiman Marcus

How Best-in-Class Email Marketers Win the Inbox (Infusionsoft Stage 6)

Presented by **Return Path**

- Tom Sather, Sr. Director, Research

11:10am – 11:40am
Programmatic Evolved: Using Artificial Intelligence to Target, Measure, Convert, & Repeat (Antaxi Stage 1)

Presented by **Genius Monkey**

- Brian Lahey, Senior Client Solutions Manager

10 Critical Factors for Success in Content Marketing (Brandfolder Stage 2)

- Shana Sullivan, Vertical Measures

10 Steps to Make You a People-Based Marketing Rock Star (SendGrid Stage 3)

Presented by **Data-Dynamix**

- Kevin Layton, CEO

AGENDA DAY 1 & 2

How to Hack Facebook's New Algorithm Changes (ZoomInfo Stage 4)

- Carlos Gil, Gil Media Co.

Engaging in a Connected World With the Power of Audio (Mautic Stage 5)

- Gabe Tartaglia, Pandora

The SEO Process That Will Grow Your Business (Infusionsoft Stage 6)

- John Doherty, Credo

12:00pm – 12:30pm
Supercharging Marketing & Sales Alignment with Three, Actionable Tactics for Database Management (Antaxi Stage 1)

Presented by **ZoomInfo**

- Anna Fisher, Senior Director of Marketing

Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Brandfolder Stage 2)

- Michael Barber, Godfrey

Is it Time for Scrum to Scram? Alternative Agile Frameworks to Keep Marketers Sane (SendGrid Stage 3)

- Andrea Fryrear, AgileSherpas

Facebook Ads: Mastering the Power of the Demographic Fire Hose (ZoomInfo Stage 4)

- Susan Wenograd, Media Consultant

Humanizing the Customer Experience in the Digital Age (Mautic Stage 5)

- John Hnanicek, The Vitamin Shoppe

Maximizing Your Internal Resources to Create Journey-Based Programs (Infusionsoft Stage 6)

- Laura Price, Weight Watchers

12:50pm – 2:05pm
Lunch Keynotes
Building A Brand with Outrageous Marketing (Brandfolder Stage 2)



- Scott Dikkers, Founder, The Onion

Search Marketing's Evolution: 2018 and Beyond (Brandfolder Stage 2)



- Rand Fishkin, SparkToro

2:25pm – 2:55pm
Mobile: Why Customers Are Addicted (And What Marketers Can Do About It) (Antaxi Stage 1)

- Erin Everhart, Home Depot

The Rise of the Dynamic Brand: Why You Should Consider Dynamic Branding (Brandfolder Stage 2)

Presented by **Brandfolder**

- Luke Beatty, CEO & Chairman

Double Your Provable Returns from Paid Digital Media (SendGrid Stage 3)

- Bill Leake, Apogee Results

The Power of Video: Integrate Video Creative into Your Social Media Strategy (ZoomInfo Stage 4)

- Nik Scott, University of Denver

Competing in an Evolving E-Commerce Era (Mautic Stage 5)

- Vikrum Aiyer, Postmates

Attaining Reach through Content and Influence Marketing (Infusionsoft Stage 6)

- Juanika Didly, Ladypreneur Academy

3:10pm – 3:40pm
CRM Technology is Critical to the Customer Journey (Antaxi Stage 1)

- Adam Rugel, Conde Nast

Think Like A Fan: Create Relatable Content, Insight Meaningful Interactions and Activate Your Community of Fans (Brandfolder Stage 2)

- Brian Fanzo, iSocialFanz

Why 80% of Marketers are Failing with Display, and How to Fix it Fast! (SendGrid Stage 3)

Presented by **Genius Monkey**

- Jeremy Hudgens, SVP, Director of Client Solutions

Secrets Flat Out Stink - Let's Reveal the Best Kept Secrets to Email Optimization (ZoomInfo Stage 4)

Presented by **Marketo**

- Michael Madden, Director, Commercial Demand Generation

3:55pm – 4:25pm
Digital Asset Management is the Core of Customer Experience (Antaxi Stage 1)

- Bryan Cohen, Pfizer

Building Teamwork to Achieve Innovative Results (Brandfolder Stage 2)

- Mitch Lowe, Co-founder, Netflix

Evolving to a Holistic Approach to Grow Engagement and Conversions (SendGrid Stage 3)

- Samantha Iodice, Intouch Solutions

How to Turn \$8,000 in Facebook Ads into \$500,000 in Revenue with One Change (ZoomInfo Stage 4)

- Marc Babin, Westin Grand Cayman

4:40pm – 5:10pm
Closing Keynote
How to Talk to Your Customers in a Voice First World (Brandfolder Stage 2)



- Dave Isbitski, Amazon

5:10pm – 6:00pm
Closing Reception hosted by **Socialbakers** (Sponsor Area)