

DIGITAL SUMMIT DETROIT 2017 SPONSORS



DIGITAL SUMMIT DETROIT 2017 PARTNERS



2017 GLOBAL PARTNERS



PRODUCED BY
TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **DigitalSummit**
Password: **digital17**



Official Agenda

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



The Michigan Film Office VIP Lounge

The VIP Lounge is available to VIP Badge holders, Speakers and Sponsors for refreshments, light snacks, and a place to network and check email.
Tuesday: 12:00pm - 5:20pm
Wednesday: 8:30am - 5:00pm



Will I be able to view presentations after the conference?

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



Human Element Charging Station

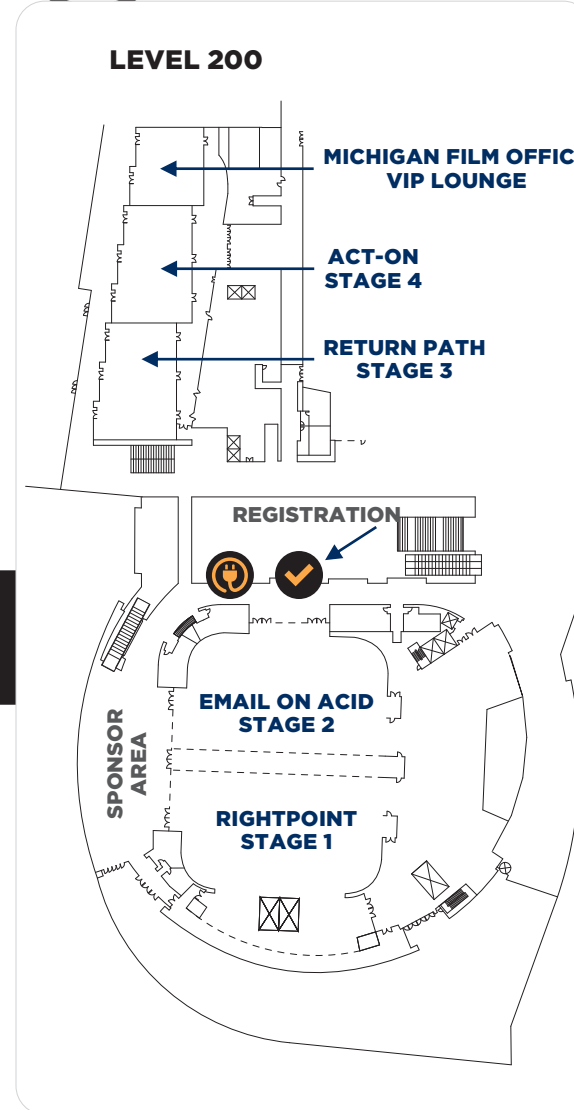
Need to power up? Drop your device off at the Charging Station located in the Sponsor Area



Contact Info

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

VENUE AND CONFERENCE INFO/MAP



SEPTEMBER 12-13

COBO CENTER
DETROIT, MI

digitalsummit
DETROIT

Navigate the event with an up-to-date agenda plus the ability to rate sessions!

digitalsummit.com/detroit



@DigSumDetroit
#DSDet



Network:
DigitalSummit
Password: **digital17**

digitalsummit.com/detroit

TUESDAY, SEPTEMBER 12

8:30am - 12:45pm
Pre-Conference Intensive Workshops
The Proven 8 Step Formula to Successful Content Marketing (Rightpoint Stage 1)
• Quinn Tempest, Vertical Measures

Current Search Strategies That Will Increase Your Exposure (Email on Acid Stage 2)
• Hannah McNaughton, Metric Marketing

Forget Everything You Know About Email Marketing (Return Path Stage 3)
• Jen Capstraw, Adobe

12:45pm
Main Conference Registration Opens

1:15pm - 2:15pm
Opening Keynote (Rightpoint Stage 1)

• Jonah Peretti
Founder & CEO, BuzzFeed



2:35pm - 3:05pm
How to Map Your Digital Footprint (Rightpoint Stage 1)
• Juntae DeLane, USC

Capture Your Buyers Attention with Innovative Content on a Community Platform (Email on Acid Stage 2)
• Ursula Ringham, SAP

AI and Machine Learning Technologies: What They Mean for Marketers Today and in The Future (Return Path Stage 3)
Presented by **IBM**
• Loren McDonald, Marketing Evangelist

The Science & Art of Influencer Marketing (Act-On Stage 4)
• Joel Beckett, The Outloud Group

3:20pm – 3:50pm
Facebook #LIVE: How to Engage Your Followers and Grow Your Audience in New Ways (Rightpoint Stage 1)
 • Caitlin Angeloff, DocuSign

Digital Strategies You Need to Become More Customer Centric (Email on Acid Stage 2)
 Presented by **Rightpoint**
 • Brandon Rozelle, VP Solution Strategy

How to Increase Conversion with Usability Testing (Return Path Stage 3)
 • Danny Setiawan, CoCreate Consulting

How to Combat Brand Inconsistencies in Digital Marketing Today (Act-On Stage 4)
 • Danielle Cantin, AMA Detroit

4:05pm – 4:35pm
Everyday Behavioral Science For Better Conversion Optimization (Rightpoint Stage 1)
 • Brian Massey, Conversion Sciences

Email Marketing: Two Truths and a Lie (Email on Acid Stage 2)
 • Leslie Cocco Alore, Iron Mountain

Six Unconventional Ways to Hack Your Funnel Into a Conversion-Driving Machine (Return Path Stage 3)
 Presented by **SEMrush**
 • Paul Klebanov, Evagenlist

Engaging in a Connected World With the Power of Audio (Act-On Stage 4)
 • Gabe Tartaglia, Pandora

4:50pm – 5:20pm
Managing and Marketing To Millennials (Rightpoint Stage 1)
 • Eve Mayer, Splash Media

Fake News, Clickbait, and Other Content Addictions: It's Time to Detox and Regain Trust (Email on Acid Stage 2)
 • Jeff Greer, MRM//McCann

Improving Web Performance in a Mobile World (Return Path Stage 3)
 • Erik Runyon, University of Notre Dame

Five Ways to Caffeinate Your Customer Experience (Act-On Stage 4)
 Presented by **Sitcore**
 • Gene De Libero, Digital Marketing Evangelist

5:20pm – 6:30pm
Opening Cocktail Reception hosted by IBM (Sponsor Area)

DAY 2

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

8:30am – 9:00am
The Personalization 2.0 Imperative: Evolving From Segmentation to Individualization (Rightpoint Stage 1)
 • Brendan Witcher, Forrester

The New Requirement: Social Media Analytic Integration (Email on Acid Stage 2)
 • Paul Her-Sturm, MGM Resorts

Build Innovative Teams: Insights from Google, Pixar and Shopify (Return Path Stage 3)
 • Vivienne Kay, Shopify

9:15am – 9:45am
Your SEO is Failing Without Evangelism: Everyone in Your Company Impacts SEO (Rightpoint Stage 1)
 • Garth O'Brien, GoDaddy

Stealing Design Thinking: Five UX Techniques for Marketers (Email on Acid Stage 2)
 • Michael Salamon, Lousy

Email Reimagined (Return Path Stage 3)
 Presented by **Return Path**
 • Casey Swanton, Director, Response Consulting



Navigate the event with an up-to-date agenda plus the ability to rate sessions
digitalsummit.com/detroit

10:00am – 10:30am
Failing Your Way to Content Marketing Success (Rightpoint Stage 1)
 • Anna Hrach, Convince & Convert

5 Ways to Improve your Email Campaigns (and get Better Results) (Email on Acid Stage 2)
 Presented by **Email on Acid**
 • John Thies, CEO

Going Mobile: Adjust Your Marketing Strategy to Fit in a Mobile-First World (Return Path Stage 3)
 • Anne Gherini, Inc. Magazine

Virtual Reality: Measuring User Experiences, Justifying Investment (Act-On Stage 4)
 • Dave Meeker, Isobar

10:30am – 11:00am
Networking Break

11:00am – 11:30am
Battle of Micro-Storytelling: Winning With the 'Stories' Format (Rightpoint Stage 1)
 • Laura Wilson, Georgetown University

The Next Frontier of Retargeting (Email on Acid Stage 2)
 • Andy Groller, DragonSearch

3 Hacks to Boost Email Open Rates (Return Path Stage 3)
 Presented by **Marketo**
 • Michael Madden, Sr. Manager, Marketing

How National Brands Get Local (Act-On Stage 4)
 • Brian Hagen, Nextdoor

11:45pm – 12:15pm
From Frustration to Success with Content Marketing (Rightpoint Stage 1)
 • Quinn Tempest, Vertical Measures

Accelerating Return: Making Paid Ads Your Most Viable Channel Through AI (Email on Acid Stage 2)
 Presented by **Genius Monkey**
 • Jeremy Hudgens, SVP, Director of Client Solutions

AGENDA DAY 1 & 2

Merging Social Science and Social Amplification: The Value in Influencer Outreach (Return Path Stage 3)
 • Megan Ingram, FleishmanHillard

Why You're Failing at Outsourced Content Creation (Act-On Stage 4)
 • Sarah Rickerd, Content Conquered

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

12:30pm – 1:40pm
Lunch Keynote hosted by **Vertical Measures** (Rightpoint Stage 1)



• Morgan Spurlock
 Award-Winning Filmmaker

2:00pm – 2:30pm
Futureproofing your SEO (Rightpoint Stage 1)
 • Mike King, iPullRank

Multi-Channel Storytelling (Email on Acid Stage 2)
 • Joseph Gustafson, Americaneagle.com

Better Marketers Ask Better Questions (Return Path Stage 3)
 Presented by **Domo**
 • Dave Fryer, Product Evangelist

The Key to Reducing Churn - Mapping Your Customer's Journey (Act-On Stage 4)
 • Pamela Herrmann, CREATE Buzz

2:40pm – 3:10pm
Personalization Pitfalls and How to Avoid Them (Rightpoint Stage 1)
 • Scott Olivares, Nabler

A Real Survival Guide For Navigating A "Fake News" World (Email on Acid Stage 2)
 • Christopher Barger, Brain+Trust Partners

Don't Worry, Just Steal Ideas: Digital Hacks to Supercharge Your Buyer's Journey (Return Path Stage 3)
 Presented by **Act-On**
 • Bill Kent, Sr. Product Marketing Manager | Act-On & Troy O'Bryan, VP, Strategic Growth | Bonfire Marketing

Why Online Reviews Are The Future of Local & Search Marketing (Act-On Stage 4)
 • Daniel Lemin, Convince & Convert

3:20pm – 3:50pm
Email List Growth Strategies: It's All About the Relationship (Rightpoint Stage 1)
 • Susan Prater, Salesforce

User Research Tips to Take Your Product Concepts to the Next Level (Email on Acid Stage 2)
 • Max Roytman, Google

How to Nurture Leads with Video (Return Path Stage 3)
 • Sherri Powers, TechSmith

4:00pm – 4:30pm
Lessons From the Nation's Leading FinTech Brand (Rightpoint Stage 1)
 • Casey Hurbis, Quicken Loans & Anthony Winters, Oath

When You Give a Brand A Bot (Email on Acid Stage 2)
 • Rebecca Harris, General Motors

Design for Experiences Not Ads (Return Path Stage 3)
 • John Gray, Pinterest

4:40pm – 5:10pm
Influencer Marketing: Find the Poets, Artists and Adventurers and Catch Their Glow (Rightpoint Stage 1)
 • Kevin Ketels, Kyrris Marketing

Why Your Social Media Ads Are Useless (Email on Acid Stage 2)
 • Nick Mattar, Detroit Chamber of Commerce

Will Robots Take Over My Job? Artificial Intelligence Implications for Marketers (Return Path Stage 3)
 • Susan Emerick, Brands Rising

5:10pm – 6:10pm
Closing Cocktail Reception hosted by **Domo** (Sponsor Area)