

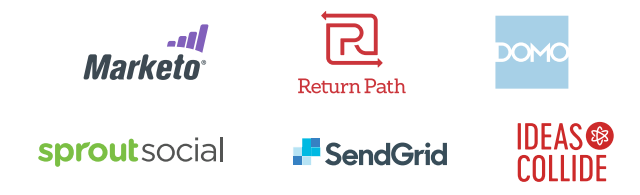
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VENUE AND CONFERENCE INFO



WiFi Info

Network: **Digital_Summit**
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Official Agenda

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



The Vertical Measures VIP Lounge

The VIP Lounge (located on Level 3) is available to VIP Badge holders, Speakers and Sponsors for refreshments, light snacks, and a quiet place to network and check email.



Will I be able to view presentations after the conference?

Yes! All presentations that Speakers have approved for us to share will be posted online for view-only access within one week post-event. Look for a post-event email with access instructions.



Missed lunch or need a snack?

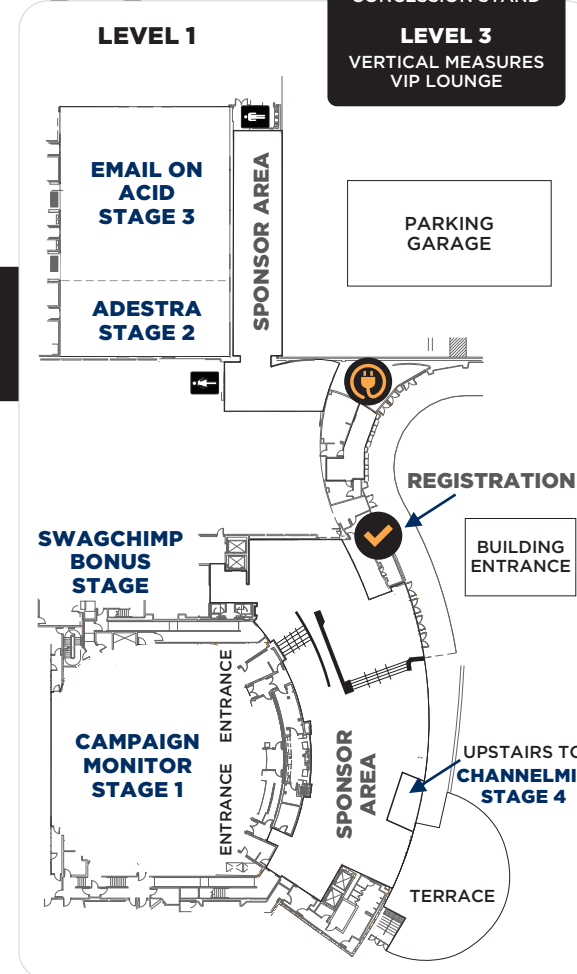
Concessions can be found on Level 2 during the following times:
Tuesday 12:00pm - 5:00pm
Wednesday: 8:30am - 4:00pm

VENUE AND CONFERENCE INFO/MAP



Contact Info

For after-hours assistance please contact Autumn Quarantotto at Help@techmediaco.com
For sponsorship information please contact ROI@techmediaco.com



MAY 23-24

COBB ENERGY PERFORMING ARTS CENTRE
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TUESDAY, MAY 23

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

Make Email Great Again - With an Actual Plan On How to Do That
(Adestra Stage 2)
• Michael Barber, barber&hewitt

Current SEO Strategies That Will Increase Your Exposure
(Email on Acid Stage 3)
• Janet Driscoll Miller, Marketing Mojo

12:45pm
Main Conference Registration Opens

1:15pm - 2:15pm
Opening Keynote
(Campaign Monitor Stage 1)

• Seth Godin
Best-Selling Author



2:30pm - 3:00pm
The Truth About Marketing Analytics
(Campaign Monitor Stage 1)
Presented by **ChannelMix**
• Matt Hertig, CEO

Winning A/B Optimization Strategies for Your Bottom Line (Adestra Stage 2)
• Jennifer Gionfriddo, Stanley Black & Decker

It's a Pay to Play World: Finding Real Value in Social Media (Email on Acid Stage 3)
• Tina Shakour, Cisco

Why the Future of Technology is the Future of Humanity (ChannelMix Stage 4)
• Amy Jo Martin, Digital Royalty

Size Matters: The Many Screens of Our Connected Things (Swagchimp Bonus Stage 5*)
• Mark Wolfe, Slalom

3:15pm - 3:45pm
How to Get Real and Cut the BS in Your Millennial Marketing
(Campaign Monitor Stage 1)
• Hassan Ali, The Onion

Beyond Pageviews: Using Google Analytics to Align Measurement with Business Goals
(Adestra Stage 2)
• Michael Powers, IUP

Cognitive Technology: The End of Marketers and Marketing As We Know It?

(Email on Acid Stage 3)
Presented by **IBM**
• Loren McDonald, Marketing Evangelist

How Polaroid Uses Authentic Content to Increase Sales by 180% (ChannelMix Stage 4)
• Aaron Paine, Polaroid

Combining Creativity and Data to Develop Personalized Content (Swagchimp Bonus Stage 5*)
• Alberto Brea, Ogilvy

4:00pm – 4:30pm
What Context Platforms Teach us About Great Experiences (Campaign Monitor Stage 1)
• Alexander Graebe, Uber

Experiential Marketing: How the Best Brands Amplify Their Live Experiences Through Digital (Adestra Stage 2)
• Brendan Walsh, Mole Street

I Can Tell You the Future of Mobile (and Other Lies and Myths) (Email on Acid Stage 3)
• Cathy Farr, CNN

Emotional Architecture: Designing Digital Experiences Beyond AI (ChannelMix Stage 4)
• Joe Johnston, HUGE

Digital + Data Duet: How 21st century AI Transforms a 15th century Art Form (Swagchimp Bonus Stage 5*)
• Megan Miller, Opera Carolina & Abhishek Mehta, Tresata

4:45pm – 5:15pm
Making Lemonade: Traits Beyoncé Can Teach the Modern Marketer to Run the World (Campaign Monitor Stage 1)
• Michael Barber, barber&hewitt

Think Like A Journalist: Tips For Improving Your Content Marketing (Adestra Stage 2)
• Melanie Deziel, The Overlap League

5 Ways to Improve your Email Campaigns (and get Better Results) (Email on Acid Stage 3)
Presented by **Email on Acid**
• John Theis, CEO

Digital Marketing as a Sales Enabler (ChannelMix Stage 4)
• Greg Poirier, CloudKettle

VR Shouldn't be Your Reality. Visual Search is Where it's At (Swagchimp Bonus Stage 5*)
• Krista Nordlund, RentPath

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

DAY 2

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

8:30am – 9:00am
The Future of Real-Time Analytics (Campaign Monitor Stage 1)
• Dror Engel, eBay

5 Remarketing Mistakes B2B Companies Make (and How to Fix Them) (Adestra Stage 2)
• Andrew Breen, Outshine

Let's Get Personal: 7 Steps to Build 1:1 Relationships With Email (Email on Acid Stage 3)
Presented by **Campaign Monitor**
• Jason Dent, Director of Marketing & Corinne Roberts, Director of Product Marketing

9:15am – 9:45am
Advanced Snapchat Strategies for Marketing Your Business (Campaign Monitor Stage 1)
• Carlos Gil, BMC Software

Delivering Creative Services in a time of Business Transformation (Adestra Stage 2)
Presented by **SapientRazorfish**
• Steve Laing, Creative Director & Robert Thompson, Experience Director

Agile SEO: Transformative Strategies for Stellar Results (Email on Acid Stage 3)
• Matthew Capala, Alphamatic

Make Your Messages Count: Using Consumer Insights for Compelling Content (ChannelMix Stage 4)
• Brad Perry, Authentic Digital Agency

10:00am – 10:30am
From Frustration to Success with Content Marketing (Campaign Monitor Stage 1)
• Quinn Tempest, Vertical Measures



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Bridging Silos Between SEO, UX, and Content for Big Marketing Wins (Adestra Stage 2)
• Rebekah Cancino, ONWARD

How to Create a Video Content Strategy that Gets Attention (Email on Acid Stage 3)
• Amy Schmittauer, Aftermarq

Real World SEO Examples Every Digital Marketer Can Learn From (ChannelMix Stage 4)
Presented by **SEMRush**
• Jacob Hagberg, Digital Marketing Analyst

The Journey is the Interface - Designing Ecosystems in the Internet of Things (Swagchimp Bonus Stage 5*)
• Jason Snook, CapTech

10:30am – 11:00am
Networking Break

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

First Person Marketing: Using Data to Drive Higher Email Results (Adestra Stage 2)
Presented by **Adestra**
• Ryan Phelan, VP, Marketing Insights

User Research Tips to Take Your Product Concepts to the Next Level (Email on Acid Stg 3)
• Max Roytman, Google

Everyday Behavioral Science For Better Conversion Optimization (ChannelMix Stage 4)
• Brian Massey, Conversion Sciences

Organic Omnipresence: Building Your Brand & Business Through Content (Swagchimp Bonus Stage 5*)
• Dre Baldwin, Work on Your Game

11:45am – 12:15am
Keys to Winning Integrated Search-Social Campaigns (Campaign Monitor Stage 1)
• Jason Dailey, Facebook

Build Customer Relationships that Lead to Brand Evangelists (Adestra Stage 2)
• Keesa Schreane, Thomson Reuters

Developing Customer Empathy and Establishing an Emotional Connection (Email on Acid Stage 3)
Presented by **MailChimp**
• Melissa Metcalf, Brand Marketing Manager

Programmatic Advertising Evolved (ChannelMix Stage 4)
Presented by **Genius Monkey**
• Jeremy Hudgens, SVP, Director of Client Solutions

Speak To Me: Developing for Brands with Voice Interfaces (Swagchimp Bonus Stage 5*)
• Heather Downing, VML

12:15pm – 1:30pm
Lunch Keynote hosted by **Rightpoint** (Campaign Monitor Stage 1)



• Morgan Spurlock
CNN's Inside Man

1:45pm – 2:15pm
Futureproofing your SEO (Campaign Monitor Stage 1)
• Mike King, iPullRank

The Web Design Circle of Trust: Using Content and Design to Increase Conversions (Adestra Stage 2)
• Jon-Mikel Bailey, Wood Street

Be Free: How to Stop Freaking Out When Work Gets Hard (Email on Acid Stage 3)
Presented by **Emma**
• Ethan Zoubek, Chief Revenue Officer

Digital Commerce Strategies to Stay Ahead of Your Competition (ChannelMix Stage 4)
Presented by **Rightpoint**
• Dale Traxler, VP, Commerce Solutions

2:30pm – 3:00pm
A Roadmap to Remarkable Marketing (Campaign Monitor Stage 1)
• Tyler Farnsworth, August Untitled

Agile Marketing and the Evolving Role of AI (Adestra Stage 2)
Presented by **Oracle**
• Austin Miller, Director, Product Marketing

Building for a Mobile-First Customer Journey (Email on Acid Stage 3)
• Dan Touchette, Bitty

Mastering the Craft of Winning B2B Content (ChannelMix Stage 4)
• Carro Ford, Author

3:15pm – 3:45pm
Growing your Instagram and Twitter Accounts is Not A Business Goal! (Campaign Monitor Stage 1)
• Eve Mayer, Social Media Delivered

How to Reach the People that Matter with People-Based Advertising (Adestra Stage 2)
• Pete Kluge, Adobe

Before the Sales Funnel: Conversion Optimization Tips to Drive Targeted Traffic to Your Site (Email on Acid Stage 3)
• Stoney deGeyter, Pole Positioning Marketing

How to Develop Your Marketing Strategy Before the Market Does it For You (ChannelMix Stage 4)
• Brandi Wyche, PwC

3:55pm – 4:25pm
Mobile is Changing Everything (Campaign Monitor Stage 1)
• Tony Marlow, Yahoo!

To Buy or Not to Buy: What Influences Consumers During the Shopping Process? (Adestra Stage 2)
Presented by **YP**
• Brian Mitchell, Development Manager

Stealing Design Thinking: Five UX Techniques for Marketers (Email on Acid Stage 3)
• Michael Salamon, Lousy

MadTech: The Convergence of MarTech and AdTech (ChannelMix Stage 4)
Presented by **Mapp**
• Katie Wheeler, Sr Product Marketing Manager

4:35pm – 5:05pm
The Art of the Laugh (Taking Your Brand's Humor Content to the Next Level) (Campaign Monitor Stage 1)
• Michael Albanese, Actor & Comedian

The Power of One: Validating UX (Adestra Stage 2)
• Andi Smith, AMC Health

A New Social Media Model: Shared Spaces (Email on Acid Stage 3)
Presented by **Moxie**
• Danielle Donnelly, VP Strategy

5:15pm – 5:45pm
Closing Keynote (Campaign Monitor Stage 1)



• Edwin Wong
BuzzFeed

5:45pm – 6:30pm
Closing Cocktail Reception hosted by **Emma** (Sponsor Area)

***Swagchimp Bonus Stage 5**
Seating is limited to the first 100 people