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
(Presented by ChannelMix)
• Matt Hertig, CEO
Winning A/B Optimization Strategies for Your Bottom Line
(Adestra Stage 2)
• Jennifer González, Stanley Black & Decker
It’s a Pay to Play World: Finding Real Value in Social Media
(Email on Acid Stage 3)
• Tina Shaktor, 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, Slate
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
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