

ADDITIONAL 2018 GLOBAL PARTNERS

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**TechMedia**

VENUE AND CONFERENCE INFO



**WiFi Info**

Network: **Conversica**  
Password: **digital18**



**Official Agenda**

Visit [digitalsummit.com/kansascity](http://digitalsummit.com/kansascity) for the most up-to-date agenda and the ability to rate speakers & sessions.



**DEG Digital VIP Lounge**

The VIP Lounge (located in the lower level) 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 - 5:00pm  
Day 2: 8:30am - 4:50pm



**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?**

The Cyber Café is available on the main level from 8:00am - 2:00pm daily.



**CrowdHost 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](mailto:Help@techmediaco.com)  
For sponsorship information please email [ROI@techmediaco.com](mailto:ROI@techmediaco.com)



**Venue Info**

- Main Level**
- Registration
  - Adestra Stage 1
  - SEMrush Stage 2
  - Alight Analytics Stage 3
  - Sponsor Area
  - Charging Station
- Lower Level**
- Flywheel Stage 4
  - DEG Digital VIP Lounge

UPCOMING 2018 DIGITAL SUMMIT SERIES

Atlanta, GA  
May 22-23

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

[digitalsummit.com](http://digitalsummit.com)



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



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WEDNESDAY, MAY 16

8:30am - 12:30pm

**AM Workshops**  
**How to Create, Optimize and Amplify Content That Converts**  
(Adestra Stage 1)  
• Mike Huber, Vertical Measures

**SEO of Today: What Really Moves the Needle** (SEMrush Stage 2)  
• Hannah McNaughton, Metric Marketing

**45 Tactics to Take Your Email from Zero to Hero**  
(Alight Analytics Stage 3)  
• Michael Barber, Godfrey

12:30pm

**Main Conference Registration Opens**

1:15pm – 2:15pm  
**Opening Keynote**  
**Building a Brand with Outrageous Marketing**  
(Adestra Stage 1)



• Scott Dikkers  
Founder, The Onion

2:30pm – 3:00pm

**How To Thrive in the Post-Digital Age - Tips and Case Studies for How to Succeed**  
(Adestra Stage 1)  
• Eric Yale, Forrester

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

**Dynamic Fields Don't Equal Personalization: How to be Human in an AI World**  
(Alight Analytics Stage 3)  
• Anne Gherini, Affinity

**Design Upstream: Advancing Strategic User Experience Without Going Against the Current** (Flywheel Stage 4)  
• Christopher Avore, NASDAQ

## WEDNESDAY, MAY 16 | THURSDAY, MAY 17

**3:15pm – 3:45pm**  
**Build Customer Relationships that Lead to Brand Evangelists** (Adestra Stage 1)  
• Keesa Schreane, Thompson Reuters

**A Non-SEOs Guide to the Power of Search Behavior** (SEMrush Stage 2)  
• Tylor Hermanson, Intouch Solutions

**The Digital Marketers Toolkit** (Alight Analytics Stage 3)  
• Thom Craver, CBS Interactive

**Including Clients in the Design Process without Ruining the Design** (Flywheel Stage 4)  
• Darian O'Reilly, Infragistics

**4:00pm – 4:30pm**  
**Influencers: Cultivating a Powerful Network for Linkbuilding & Social Media Evangelism** (Adestra Stage 1)  
• Michelle Stinson Ross, Apogee

**Email Marketing in the Age of Gen Z** (SEMrush Stage 2)  
• Abbey Tingle, Barkley

**How To Transform Your Team into a High Performance Marketing Machine** (Alight Analytics Stage 3)  
• Frazier Miller, CMO, Wrike

**Evolving to a Holistic Approach to Grow Engagement and Conversions** (Flywheel Stage 4)  
• Samantha Iodice, Intouch Solutions

**4:45pm – 5:15pm**  
**Everyday Behavioral Science For Better Conversion Optimization** (Adestra Stage 1)  
• Brian Massey, Conversion Sciences

**Marketing Through Emotion and Sentiment** (SEMrush Stage 2)  
• Robert G. Alberino, San Francisco 49ers

**How to Create Data-Driven Strategies to Grow Your Visibility** (Alight Analytics Stage 3)  
*Presented by SEMrush*  
• Marcela De Vivo, Corporate Speaker

**Engaging your Audience and Keeping Their Attention with Gamification** (Flywheel Stage 4)  
• Mitch Canter, Vanderbilt University

**5:15pm – 6:30pm**  
**Opening Reception** hosted by **SwagChimp** (Sponsor Area)

### DAY 2

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

**8:30am – 9:00am**  
**How to Hack Facebook's New Algorithm Changes** (Adestra Stage 1)  
• Carlos Gil, Gil Media Co.

**The SEO Process That Will Grow Your Business** (SEMrush Stage 2)  
• John Doherty, Credo

**User Interface and User Experience - A Process and Strategy for Small Teams** (Alight Analytics Stage 3)  
• Damon Sanchez, Concurrency

**9:15am – 9:45am**  
**Everything You Should Know About Email in 30 Minutes** (Adestra Stage 1)  
• Michael Barber, Godfrey

**Becoming a Renaissance Marketer with the Help of Agile Marketing** (SEMrush Stage 2)  
• Jeff Julian, Veterans of Foreign Wars

**SEO and Content Unite** (Alight Analytics Stage 3)  
• Garth O'Brien, GoDaddy

**Love Your Talent - How to Get What You Need from Your Creatives** (Flywheel Stage 4)  
• Cami Travis-Groves, Camiimac.

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**10:00am – 10:30am**  
**Key Insights into Human Behavior and Their Impact on Marketing** (Adestra Stage 1)  
• Brent Neimuth, Bonfire5

**Not All Video is Created Equal: Drive Results Across All Screens** (SEMrush Stage 2)  
*Presented by Spectrum Reach*  
• Ben Van Horn, Sr. Manager, Digital Sales

**Marketing to the Moment: How to Plan for a Connected Customer Experience Across Channels** (Alight Analytics Stage 3)  
*Presented by DEG Digital*  
• Quinn Sheek, Director of Demand Generation

**How To Prepare For Voice Search To Change Customer Discovery** (Flywheel Stage 4)  
• Collin Colburn, Forrester

**10:30am – 11:00am**  
**Networking Break**

**11:00am – 11:30am**  
**Learn From the Chiefs Content and Engagement Strategy** (Adestra Stage 1)  
• James Royer, Kansas City Chiefs

**Programmatic Evolved: Using Artificial Intelligence to Target, Measure, Convert, & Repeat** (SEMrush Stage 2)  
*Presented by Genius Monkey*  
• Brian Lahey, Client Solutions Manager

**How to Map Your Digital Footprint** (Alight Analytics Stage 3)  
• Juntae DeLane, USC

**UX Meets MBA: A Designer Goes to Business School** (Flywheel Stage 4)  
• McLean Donnelly, The Makery Group

**11:45pm – 12:15pm**  
**The 7 and 3/4 Things You Don't Ever Want to Do in Email... Never... No really... Not at all!** (Adestra Stage 1)  
*Presented by Adestra*  
• Ryan Phelan, VP, Marketing Insights

**Combine Paid & SEO Strategies to Increase Your Bottom Line** (SEMrush Stage 2)  
• Mike Huber, Vertical Measures

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### AGENDA DAY 1 & 2

**Applying Social Advocacy and Diversity Branding for Generating Results** (Alight Analytics Stage 3)  
• Lisa Smith Strother, Ericsson

**The Forgotten Phase of the Marketing Funnel: Driving Consideration in The Digital Age** (Flywheel Stage 4)  
• Nick Stagge, Experticity

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

**12:30pm – 1:25pm**  
**Lunch Keynote**  
**The What, Why, and How of Community-Driven Brand Content** (Adestra Stage 1)

• Liza Dunning  
Airbnb



**1:40pm – 2:10pm**  
**12 Principles of Viral Content** (Adestra Stage 1)  
• Nadya Khoja, Venngage Infographics

**Less Sell, More Soul: Digital Engagement, Transformed** (SEMrush Stage 2)  
• Heidi Singleton, New Honor Society

**Is Your Brand Ready For AI, IoT and the Sonic Revolution?** (Alight Analytics Stage 3)  
• Gabe Tartaglia, Pandora

**Local Digital Marketing, More than a Pin** (Flywheel Stage 4)  
• Mike Corak, DAC Group

**2:20pm – 2:50pm**  
**Trigger Emails Made Simple** (Adestra Stage 1)  
• Susan McKenzie, Cisco Systems

**Marketing to Gen Z: Tapping into Youth Culture Trends** (SEMrush Stage 2)  
• Jeff Fromm, FutureCast

**Paying for SEO: A Method For Increasing Lead Volume By Over 300%** (Alight Analytics Stage 3)  
• Garrett Mehrguth, Directive Consulting

**How to Create an Effective B2B Social Selling Program** (Flywheel Stage 4)  
• Liesl Mathis, Red Hat

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## THURSDAY, MAY 17

**3:00pm – 3:30pm**  
**The Art and Strategy Behind An Effective Instagram Account** (Adestra Stage 1)  
• Quinn Tempest, Digital Strategy & Design Consultant

**Your Content Marketing Sucks (And Other Ways to Give Tough Feedback)** (SEMrush Stage 2)  
• Joe Hirsch, Semaca Partners

**How to Rock SEO in a Machine Learning World** (Alight Analytics Stage 3)  
• Kevin Indig, Atlassian

**3:40pm – 4:10pm**  
**Automate, Improve and Optimize your Lead Generation** (Adestra Stage 1)  
• Dave Meyer, BizzyWeb

**Right & Wrong: Lessons in Shareable Content** (SEMrush Stage 2)  
• Justin Watkins, Native Digital

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

**4:20pm – 4:50pm**  
**Podcasts + Marketing: The Missing Link in Content Marketing** (Adestra Stage 1)  
• Daniel Russo, Verizon

**Obviously Awesome: How to Use Context to Unlock Growth in Noisy Markets** (SEMrush Stage 2)  
• April Dunford, Rocket Launch Marketing

**Generating Sales Leads with Social Quizzes** (Alight Analytics Stage 3)  
• Will Duderstadt, M/I Homes

**4:50pm – 6:00pm**  
**Closing Reception** (Sponsor Area)

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