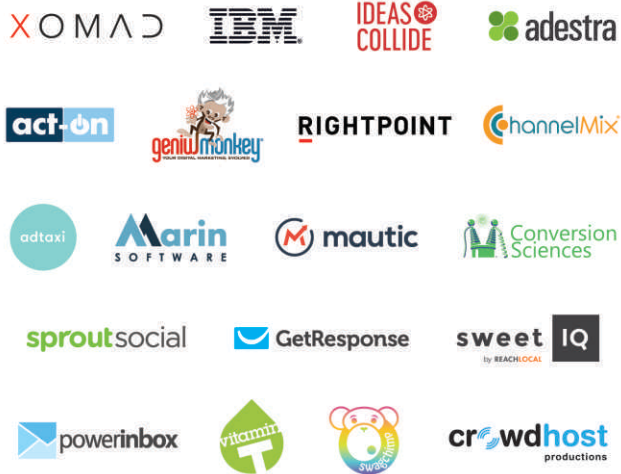


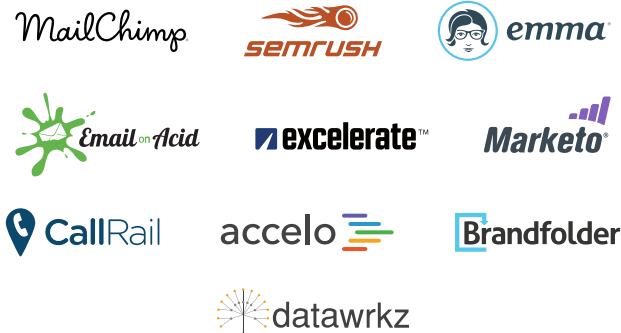
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WiFi Info

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SwagChimp VIP Lounge

The VIP Lounge, located behind Stage 2 is available to VIP Badge holders, Speakers and Sponsors for refreshments, light snacks, and a place to network and check email.
Day 1: 12:00pm - 5:00pm
Day 2: 8:30am - 4:30pm



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 Zeidler Café located in the museum is open 11:30am – 3:30pm on Tuesday & Wednesday.

VENUE AND CONFERENCE INFO



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July 31 - August 1

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August 8-9

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August 15-16

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August 22-23

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August 27-28

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TUESDAY, APRIL 10

8:30am - 12:30pm

AM Workshops

How to Create, Optimize and Amplify Content That Converts (ChannelMix Stage 1)
 • Shana Sullivan, Vertical Measures

SEO of Today: What Really Moves the Needle (Rightpoint Stage 2)
 • Mindy Weinstein, Market Mindshift

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

12:30pm

Main Conference Registration Opens

1:15pm – 2:15pm

Opening Keynote

Zero-Dollar Marketing: Driving Global Impact Through Growth Hacking (ChannelMix Stage 1)



• Andrew Malcolm
 CMO, Evernote

2:30pm – 3:00pm

Battle of Micro-Storytelling: Winning With the 'Stories' Format (ChannelMix Stage 1)
 • Laura Wilson, Georgetown University

What's Technically Wrong With Your Website? (Rightpoint Stage 2)

• Mindy Weinstein, Market MindShift

How CRM Predictive Models Improve Customer Experience (Mautic Stage 3)

• Mario Vinasco, Uber

3:15pm – 3:45pm

Speed to Insight: The Key to Marketing Analytics (ChannelMix Stage 1)

Presented by **ChannelMix**

• Matt Hertig, CEO & Co-Founder

How to Create Videos and Version Them for Unique Audiences, Without Blowing Your Budget (Rightpoint Stage 2)

• Ginger Shimp, SAP

Last Night a DJ Rocked Your Brand: Lessons from the Booth for Your Brand (Mautic Stage 3)

• Curtis Midkiff, Southwest Airlines

4:00pm – 4:30pm

The Future of B2B Marketing: Think Like Disney and 6 Other Trends (ChannelMix Stage 1)

• Jon Lombardo, LinkedIn

Marketing Analytics Demystified (Rightpoint Stage 2)

Presented by **Act-On**

• Melissa Barker, Sr Manager, Marketing

Keeping it Authentic in an Artificial & Augmented Marketing Landscape (Mautic Stage 3)

(Mautic Stage 3)

Presented by **Ideas Collide**

• Matthew Clyde, President & Chief Strategist

4:45pm – 5:15pm

Using Social Intelligence to Drive Audience First Marketing Strategy (ChannelMix Stage 1)

• Jessica Williams, Visa

Everyday Behavioral Science For Better Conversion Optimization (Rightpoint Stage 2)

• Brian Massey, Conversion Sciences

The Myths & Realities of Cross-Channel Attribution (Mautic Stage 3)

Presented by **Marin Software**

• Brian Finnerty, Director of Marketing

5:15pm – 6:15pm

Opening Cocktail Reception hosted by IBM (Sponsor Area)

DAY 2

7:30am – 8:30am

Morning Coffee Networking (Sponsor Area)

8:30am – 9:00am

The 7 and 3/4 Things You Don't Ever Want to Do in Email... Never... No really... Not at all! (ChannelMix Stage 1)

Presented by **Adestra**

• Ryan Phelan, VP, Marketing Insights

Storytelling in the Age of Chatbots and AI (Rightpoint Stage 2)

• Carlos Gil, Gil Media Co

9:15am – 9:45am

Superfans and Superbrands: Building Audience Through Focused Storytelling (ChannelMix Stage 1)

• Jessica Coen, Mashable & Natasha Mulla, Moviepass

AGENDA DAY 1

WEDNESDAY, APRIL 11

1:45pm – 2:15pm

Deconstructing Your Performance-Based Marketing Org (ChannelMix Stage 1)

• Sofia Jasmine Booth, Goop

How AI Will Give You Marketing Super Powers, Not Eliminate Your Job (Rightpoint Stage 2)

Presented by **IBM**

• Loren McDonald, Digital Marketing

Move on From Traditional Influencer Marketing (Mautic Stage 3)

Presented by **XOMAD**

• Rob Perry, Founder & CEO

2:30pm – 3:00pm

Content Creation - Art or Science? (ChannelMix Stage 1)

• Finola Austin, Refinery29

Evolving to a Holistic Approach to Grow Engagement and Conversions (Rightpoint Stage 2)

• Samantha Iodice, Intouch Solutions

Blood, Sweat, and Tech: What it Takes to Win in the Experience Economy (Mautic Stage 3)

Presented by **Mautic**

• Matt Johnston, CEO

3:15pm – 3:45pm

Original Programming is the New Content Marketing (ChannelMix Stage 1)

• Josh Machiz, Nasdaq

Rebranding: Making a 145-Year-Old Institution Not Only Relevant but Irresistible (Rightpoint Stage 2)

• Cynthia Round, Metropolitan Museum of Art

Developing Innovative Solutions for a Better Customer Experience (Mautic Stage 3)

• Scott Emmons, Neiman Marcus

4:00pm – 4:30pm

Make Your Messages Count: Using Consumer Insights for Compelling Content (ChannelMix Stage 1)

• Brad Perry, Authentic.

Death to Boring B2B Marketing, Part 2: Jobs to be Done (Rightpoint Stage 2)

• Cliff Seal, Salesforce

Beyond the Shopping Cart: How Walmart Uses its Brand Values to Reconnect (Mautic Stage 3)

• Emily Schmid, Walmart & Michael Wallen, Omelet

4:30pm – 5:30pm

Closing Cocktail Reception (Sponsor Area)

Combine Paid & SEO Strategies to Increase Your Bottom Line (Rightpoint Stage 2)

• Shana Sullivan, Vertical Measures

The Strategic Omni-Channel Digital Marketing Playbook (Mautic Stage 3)

Presented by **Adtaxi**

• Kenzie Dahnert, Director of Sales Development

10:00am – 10:30am

Making Lemonade: Traits Beyoncé Can Teach the Modern Marketer to Run the World (ChannelMix Stage 1)

• Michael Barber, Godfrey

Content Marketing Boom or Bust? Surprising Truths and Myths behind Best Practices (Rightpoint Stage 2)

• Lorraine Goldberg, AllReceipes.com

How Emerging Technology and the New Digital Customer are Inviting Disruption (Mautic Stage 3)

Presented by **Rightpoint**

• Jason Petralia, Managing Director, West Coast

11:00am – 11:30am

Storybuilding: Crafting Brand Stories Worth Sharing (ChannelMix Stage 1)

• Stefan Mumaw, First Person

Accelerating Return: Making Paid Ads Your Most Viable Channel Through AI (Rightpoint Stage 2)

Presented by **Genius Monkey**

• Jeremy Hudgens, SVP, Director of Client Solutions

Crafting Agency-Level Marketing Efforts on a Budget (Mautic Stage 3)

• Bethany Wolfe, KROST

11:45am – 12:15pm

Stop Creating Content and Develop a Point of View (ChannelMix Stage 1)

• Kirstin Benson, Getty Images

The Power of Video: Integrate Video Creative into Your Social Media Strategy (Rightpoint Stage 2)

• Nik Scott, University of Denver

Beats, Rhymes, and Marketing (Mautic Stage 3)

• Chris Sumner, LiveNation

12:30pm – 1:30pm

Lunch Keynote Panel

Consumer Behavior and the Future of Content Creation (ChannelMix Stage 1)

• Jessica Coen, Mashable
 • Mitch Lowe, Netflix
 • Alison Wyatt, Girlboss
 • Bonnie Fuller, Hollywood Life (moderator)

AGENDA DAY 2