

DIGITAL SUMMIT MINNEAPOLIS 2018 SPONSORS



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ADDITIONAL 2018 GLOBAL PARTNERS



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TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **Digital Summit**
Password: **digital18**



Official Agenda

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



Campaign Monitor VIP Lounge

The VIP Lounge (located in Seasons on Level 2) is available to VIP Badge holders, Speakers and Sponsors for refreshments, light snacks, and a place to network and check email.
Day 1: 2.30pm - 5.15pm
Day 2: 8.30am - 3.50pm



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 Dunn Brothers Coffee located on the 1st Floor at the main lobby is available from 7:00am - 5:00pm daily and offers coffee, fresh baked goods and sandwiches.

VENUE AND CONFERENCE INFO



Spectrum Reach Charging Station

Need to power up? Drop your device off at the Charging Station located near the attendee lounge next to registration.



Contact Info

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

UPCOMING 2018 DIGITAL SUMMIT SERIES

Washington, DC
August 27-28

Charlotte, NC
October 3-4

Detroit, MI
September 12-13

Raleigh, NC
November 14-15

Chicago, IL
September 26-27

Dallas, TX
December 4-5

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WEDNESDAY, AUGUST 22

8:30am - 12:30pm

AM Workshops

Conquering the Customer Journey with Content Marketing (Adestra Stage 1)
• Shana Sullivan, Vertical Measures

The Path to Position 1: Search Engine Optimization in a User First World (Alight Analytics Stage 2)
• Jake Finkelstein, Method Savvy

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

12:30pm

Main Conference Registration Opens

1:15pm – 2:15pm

Opening Keynote

The What, Why, and How of Community-Driven Brand Content (Adestra Stage 1)

• Liza Dunning
Airbnb



2:30pm – 3:00pm

Business Storytelling: The Architecture Of Why People Will Care About Your Content (Adestra Stage 1)

• Robert Rose, Content Marketing Institute

Brand Building in a Digital World (Alight Analytics Stage 2)

• Craig Pladson, Ovative/group

Marketing Analytics: Get the Insights You Need Faster (Email On Acid Stage 3)

Presented by **Alight Analytics**
• Matt Hertig, CEO

Influencers: Cultivating a Powerful Network for Linkbuilding & Social Media Evangelism (Adtaxi Stage 4)

• Michelle Stinson Ross, Apogee Results

3:15pm – 3:45pm
Making Miraculous Content (Adestra Stage 1)
 • Scott Kegley, Minnesota Vikings

Five Key Insights from the IBM Email & Mobile Metrics Benchmark Report (Alight Analytics Stage 2)
Presented by IBM
 • Loren McDonald, Marketing Evangelist

The KISS [Keep it Simple, Stupid] Marketing Method to the B2B Lead Gen Prospect Journey (Email On Acid Stage 3)
 • Jen Erickson, Docusign

Conflict, What is it Good For? Absolutely Everything (Adtaxi Stage 4)
 • Tyler Farnsworth, August United

4:00pm – 4:30pm
Leveraging the Changing Media Landscape (Adestra Stage 1)
 • Jason DeMarco, A+E Networks

Is it Time for Scrum to Scram? Alternative Agile Frameworks to Keep Marketers Sane (Alight Analytics Stage 2)
 • Andrea Fryrear, AgileSherpas

Digital Goes Over the Top: Ad Strategies for the Connected OTT Consumer (Email On Acid Stage 3)
Presented by Spectrum Reach
 • Ben Van Horn, Director, Digital Sales

Leveraging Augmented Reality as a Digital Marketing Tool (Adtaxi Stage 4)
 • Anna Prisacari, Praxik

4:45pm – 5:15pm
Audience Engagement Through Storytelling and Comedy (Adestra Stage 1)
 • Justine Davie, Marine Corps Veteran & Television Production

Everyday Behavioral Science For Better Conversion Optimization (Alight Analytics Stage 2)
 • Brian Massey, Conversion Sciences

Paid Search Trends That Impact Your Business in 2018 and Beyond (Email On Acid Stage 3)
 • Mika Carter, Just Conversion Marketing, LLC.

Send Great Email: How to Truly Communicate, Captivate and Connect with Every Subscriber (Adtaxi Stage 4)
Presented by Email on Acid
 • John Thies, CEO

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

DAY 2

7:45am – 8:30am
Morning Coffee Networking hosted by Sprout Social (Sponsor Area)

8:30am – 9:00am
How Content Marketers Can Leverage the Facebook Algorithm (Adestra Stage 1)
 • Heather Dopson, GoDaddy

Marketing Automation to Feed and Fuel the Sales Pipeline (Alight Analytics Stage 2)
 • Mike Grahl, Minnesota Timberwolves & Lynx

How a Tweet Got Us on Good Morning America... TWICE! (Adtaxi Stage 4)
 • Ryan Peña, Be The Match

9:15am – 9:45am
Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Adestra Stage 1)
 • Michael Barber, Godfrey

Automate, Improve and Optimize your Lead Generation (Alight Analytics Stage 2)
 • Dave Meyer, BizzyWeb

Video Everywhere (Email On Acid Stage 3)
Presented by Adtaxi
 • Brian Kroll, Regional VP of Sales

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Guide Your Customers Through Their Journey With Content (Adtaxi Stage 4)
 • Patty Radford, Radford Henderson

10:00am – 10:30am
10 Critical Factors for Success in Content Marketing (Adestra Stage 1)
 • Shana Sullivan, Vertical Measures

Simplify and Automate to Get Your Day Back (Alight Analytics Stage 2)
Presented by Accele
 • Peter Escartin, Implementation Manager

The Power of Video: Integrate Video Creative into Your Social Media Strategy (Email On Acid Stage 3)
 • Nik Scott, University of Denver

Building a Social Engagement Strategy That Works for your Business (Adtaxi Stage 4)
Presented by MailChimp
 • Brooke Hatfield, Social Media Associate

10:30am – 11:00am
Networking Break

11:00am – 11:30am
Unifying Enterprise Content Efforts Through a Customer-first Approach (Adestra Stage 1)
 • Erin Gulden, U.S. Bank

Why 80% of Marketers are Failing with Display, and How to Fix it Fast! (Alight Analytics Stage 2)
Presented by Genius Monkey
 • Jeremy Hudgens, CRO, Director of Client Solutions

The Anti-Hero's Guide to Breaking Google's Rules with Purpose (Email On Acid Stage 3)
 • David Lovett, Periscope

Deliver App Growth with LTV and Machine Learning (Adtaxi Stage 4)
 • David Lee, Google

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AGENDA DAY 1 & 2

11:45am – 12:15pm
The Age of Invisibility (Adestra Stage 1)
 • Mike King, iPullRank

Attribution Modeling and the Holy Grail of Marketing Analytics (Alight Analytics Stage 2)
 • Aaron Strout, W2O Group

UX Meets MBA: A Designer Goes to Business School (Email On Acid Stage 3)
 • McLean Donnelly, The Makery Group

Make Your Brand Human: Developing Your Voice for Digital (Adtaxi Stage 4)
 • Eric Thomas, Saga MKTG

12:15pm – 12:30pm
Grab a Lunch, box lunches sponsored by Design Center

12:30pm – 1:45pm
Lunch Keynote
Building a Brand with Outrageous Marketing (SendGrid Stage 1)

• Scott Dikkers
 Founder, The Onion



2:00pm – 2:30pm
How a Decades-Old Brand is Winning in the Digital Space by Connecting Content to Commerce (Adestra Stage 1)
 • Audra Carson, General Mills

Making Money with Paid Social, in 2018: What to Do & Winning Plays (Alight Analytics Stage 2)
 • Marty Weintraub, Aimclear

The Future Of B2B Marketing: Trends For The Contrarian Marketer (Email On Acid Stage 3)
 • Jon Lombardo, LinkedIn

Five Steps to a Data Driven Email Marketing Strategy (Adtaxi Stage 4)
Presented by Adestra
 • John Brandt, Regional Director

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2:40pm – 3:10pm
Connecting Consumers, Igniting Brands via Interactive Storytelling (Adestra Stage 1)
 • Steve Ramos, Steve Ramos Media

Three Ways to Dramatically Improve Your Email Results (Alight Analytics Stage 2)
Presented by Campaign Monitor
 • Nora Snoddy, Director of Communications

Google Search Updates: What You Need to Know to Take Your Web Presence to the Next Level (Email On Acid Stage 3)
 • Ben Theis, Skol Marketing

How to Build a Better Brand (Adtaxi Stage 4)
Presented by Flywheel Brands
 • Andrea Trew, Art Director

3:20pm – 3:50pm
Thought Leadership Disrupted: New Rules for the Content Age (Adestra Stage 1)
 • Heather Taylor, The Economist

Capturing Attention in an Algorithmic World (Alight Analytics Stage 2)
 • Greg Swan, Fallon

Harnessing the Power of Amazon: Customer Acquisition, Lead Generation, and Proof of Concept Sales (Adtaxi Stage 4)
 • Robyn Johnson, Best from the Nest

3:50pm – 5:00pm
Closing Reception hosted by Accele (Sponsor Area)

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