

DIGITAL SUMMIT NEW YORK CITY 2019 SPONSORS

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VENUE AND CONFERENCE INFO



Official Agenda

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



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.



Slidecast Access

Slidecasts (audio synced with slides) are available to Plus, Premium and Platinum pass holders. You will receive access info approximately two weeks post event. Conference pass holders can also upgrade to receive Slidecast access. Contact: registration@digitalsummit.com for more details.



Lunch

Lunch vouchers (provided with your badge) can be redeemed at any of the food court outlets on Level 1.



Missed lunch or need a snack?

Additional restaurants and cafes are found on the 1st, 2nd and 3rd floor. For a full list of options, location and times see digitalsummit.com/nyc/food



Spectrum Reach Charging Station

Need a free power up? Drop your device off at the Power Charging Station located in the sponsor area.

VENUE AND CONFERENCE INFO



TMMData Digital VIP Lounge

The VIP Lounge - located in Room 1E07 - is available to VIP badge holders, Sponsors and Speakers for refreshments, light snacks and a place to work & network.

- Day 1: 2.30pm - 5.00pm
- Day 2: 8.30am - 4.30pm



Contact Info

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

UPCOMING 2019 DIGITAL SUMMIT SERIES

Kansas City, MO
May 15-16

Atlanta, GA
May 21-22

Austin, TX
June 4-5

Portland, OR
June 11-12

Denver, CO
June 25-26

Philadelphia, PA
July 24-25

Minneapolis, MN
August 14-15

Chicago, IL
August 28-29

Washington, DC
September 4-5

Tampa, FL
September 11-12

Detroit, MI
September 25-26

Charlotte, NC
October 2-3

Boston, MA
October 21-22

Raleigh, NC
November 13-14

Dallas, TX
December 3-4

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MAY 1 - 2, 2019

JACOB K. JAVITS CONVENTION CENTER
NEW YORK, NY



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WEDNESDAY, MAY 1

8:30am - 12:15pm
AM Workshops

Move Prospects Through the Customer Journey With a Solid Content and Digital Marketing Strategy (ActiveCampaign Stage 1)
 • Blake Pappas, Vertical Measures

Advanced SEO Tactics for 2019 (Ytel Stage 2)
 • Janet Discroll Miller, Marketing Mojo

Email 2020: Email Marketing for This Year & Beyond (Unique Influence Stage 3)
 • Michael Barber, Godfrey

1:15pm – 2:15pm
**Opening Keynote
 The Craft of Content:
 Moving Beyond Best Practices**
 (ActiveCampaign Stage 1)

• Stacy Minero
 Twitter



2:30pm – 3:00pm
The New Metrics – The Evolution of Attribution in the Content Stream (ActiveCampaign Stage 1)
 • Cathy McKnight, The Content Advisory

Find Your Fascinating: A Live Storytelling Workshop (Ytel Stage 2)
 • Justin Andrews, Animus Studios

Balancing Data-Driven Marketing with Consumers' Demand for Control (Unique Influence Stage 3)
 Presented by **TMMData**
 • Cody Crumrine, TMMData & Brian Aitken, JPL

3:15pm – 3:45pm
“Meh” to “Marvelous”: How to Market on Facebook Ads in the Era of Killer Competition (ActiveCampaign Stage 1)
 • Susan Wenograd, Aimclear

Original Programming is the New Content Marketing (Ytel Stage 2)
 • Josh Machiz, Nasdaq

Modernize Your Marketing Work: 4 Simple Ways to Get More Done (Unique Influence Stage 3)
 Presented by **Workfront**
 • Brent Bird, Director, Content Strategy

4:00pm – 4:30pm
Maintaining Brand Relevance On Social (ActiveCampaign Stage 1)
 • Julie Harrison-Harney, The Tonight Show
 Starring Jimmy Fallon

Learn How to Create Videos that Educate, Entertain & Inspire (Ytel Stage 2)
 • Brandon Aroflo, PBS

Navigating the Rapids: Unlock Business Growth with Amazon (Unique Influence Stage 3)
 Presented by **Unique Influence**
 • Jonathan Spindel, Head of Amazon Strategy

4:45pm – 5:15pm
Building an Effective Influencer Marketing Strategy (ActiveCampaign Stage 1)
 • Mallorie Rosenbluth, GrubHub

Pro Tips for Measuring User Behavior (Ytel Stage 2)
 • Thom Craver, CBS

When SMS (texting) Marketing & Compliance Collide, Magic Happens (Unique Influence Stage 3)
 Presented by **Ytel**
 • Ken Richard, EVP/General Counsel

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

DAY 2

8:00am – 8:30am
Morning Coffee Networking hosted by **Sprout Social** (Sponsor Area)

8:30am – 9:00am
What Marketers Can Learn About Social Media from DJ Khaled and Drake (ActiveCampaign Stage 1)
 • Carlos Gil, Gil Media Co.

Get More Out of Every Email You Send (Ytel Stage 2)
 Presented by **ActiveCampaign**
 • Adam Johnson, SVP of Sales

Using Big Data to Change the World (Unique Influence Stage 3)
 • Duncan Lockard, Change.org

9:15am – 9:45am
The Future B2B Marketing: Trends For The Contrarian Marketer (ActiveCampaign Stage 1)
 • Peter Weinberg, LinkedIn

Becoming a Digital-first Organization (Ytel Stage 2)
 • Sandya Magge, Samsung

AGENDA DAY 1

THURSDAY, MAY 2

2:10pm – 2:40pm
Bloody Hell! And Other Marketing Truths My British Mum Taught Me (ActiveCampaign Stage 1)
 • Michael Barber, Godfrey

Transform Your Video Marketing to be Actionable (Ytel Stage 2)
 • Saina Shelton, YouTube

How to Measure the Impact of Your Brand Marketing (Unique Influence Stage 3)
 • Cara Meiselman, Skillshare

2:50pm – 3:20pm
Influencer Marketing Strategies to Grow Your Audience (ActiveCampaign Stage 1)
 • Ursula Ringham, SAP

Data-Driven Video Marketing: Solving the ROI Challenge (Ytel Stage 2)
 Presented by **Idomoo**
 • Danny Kalish, Co-Founder & CTO

Achieve Effective Brand Growth Using Measurement in Today's Programmatic World (Unique Influence Stage 3)
 Presented by **Zappi**
 • Ernie Collings, Director, Brand and Ad Measurement

3:30pm – 4:00pm
Crisis Communications: How To Do It Right (ActiveCampaign Stage 1)
 • Tatiana Kuzmowycz, ClassPass

The Authenticity Lie: How to Build Loyalty Through Storytelling (Ytel Stage 2)
 • Eric Thomas, Saga MKTG

Why UX Researchers Belong in Decision-Making Meetings (Unique Influence Stage 3)
 • Shruti Kataria, Airbnb

4:10pm – 4:40pm
Three Actionable Ways to Amplify Video Marketing Success on Social Media (ActiveCampaign Stage 1)
 • Jason Hsiao, Animoto

Your Network is Your Net-Worth: How to Grow Your Social Capital Like a Super-Connector (Ytel Stage 2)
 • Anne Gherini, Affinity Inc.

How to Leverage Digital & Strategic Partnerships to Reach New Audiences (Unique Influence Stage 3)
 • Mike Epstein, Cinematic Music Group

4:40pm – 5:45pm
Closing Reception hosted by **Workfront** (Sponsor Area)

Four Automated Email Series That Get Serious Results (Unique Influence Stage 3)
 Presented by **Emma**
 • Rachael Goodrich, Corporate Marketing Manager

10:00am – 10:30am
Content and Chaos: Diary of a News Marketer (ActiveCampaign Stage 1)
 • Paul Plumeri, Wall Street Journal

How To Build an Agile Marketing Team (Ytel Stage 2)
 Presented by **IBM**
 • Michael Trapani, Director of Marketing

How to Find, Reach and Measure Audiences in a Fragmented Media World (Unique Influence Stage 3)
 Presented by **Spectrum Reach**
 • Carolyn Sheflin, VP, Advanced Advertising

10:30am – 11:00am
Networking Break

11:00am – 11:30am
Growth by Content: Driving Massive Traffic Without a Big Budget (ActiveCampaign Stage 1)
 • Nadya Khoja, Venngage Marketing

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

Business Messaging: Meet Consumers Where They Are (Unique Influence Stage 3)
 • Rob Lawson, Google

11:45am – 12:15pm
How Brands Can Harness the Power of Instagram Stories (ActiveCampaign Stage 1)
 • Quinn Tempest, Digital Strategy & Design Consultant

Website Migration: What to Do Pre, During and Post (Ytel Stage 2)
 • Blake Pappas, Vertical Measures

Looking at Your Customers' Offline Behavior to Inform Their Online Expectations (Unique Influence Stage 3)
 Presented by **123RF**
 • James Gaubert, Global Head of Marketing

12:15pm – 1:00pm
Lunch Pickup & Break, lunch vouchers sponsored by **Adthema**

1:00pm – 2:00pm
**Lunch Keynote
 This Is Marketing**
 (ActiveCampaign Stage 1)
 • Seth Godin, Best-Selling Author



AGENDA DAY 2