

DIGITAL SUMMIT PHILADELPHIA 2018 SPONSORS



DIGITAL SUMMIT PHILADELPHIA 2018 PARTNERS



ADDITIONAL 2018 GLOBAL PARTNERS



PRODUCED BY  
**TechMedia**

VENUE AND CONFERENCE INFO



**WiFi Info**

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



**Official Agenda**

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



**SwagChimp VIP Lounge**

The VIP Lounge (located across Stage 1) 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 - 5:15pm  
Day 2: 8:30am - 5:00pm



**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 following outlets are just a short walk from the convention center entrance:

- Reading Terminal Market (over 24 restaurants inside) - 7-10 min walk
- Tableau @PAFA - 2 min walk
- McDonald's - 2 minute walk



**CrowdHost Charging Station**

Need to power up? Drop your device off at the Charging Station located outside Stage 1.

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**

**Terrace Ballroom**

- Registration
- Adestra Stage 1
- Adtaxi Stage 2
- Zoho Stage 3
- Sponsor Area
- CrowdHost Charging Station (outside Stage 1)
- SwagChimp VIP Lounge (across Stage 1)
- Swag Pick Up



**JULY 31 - AUGUST 1**  
PENNSYLVANIA CONVENTION CENTER  
PHILADELPHIA, PA

**digitalsummit**  
PHILADELPHIA

Navigate the event with an up-to-date agenda plus the ability to rate sessions!  
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**UPCOMING 2018 DIGITAL SUMMIT SERIES**

**Tampa, FL**  
August 8-9

**Chicago, IL**  
September 26-27

**Boston, MA**  
August 15-16

**Charlotte, NC**  
October 3-4

**Minneapolis, MN**  
August 22-23

**Raleigh, NC**  
November 14-15

**Washington, DC**  
August 27-28

**Dallas, TX**  
December 4-5

**Detroit, MI**  
September 12-13

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@DigitalSummits  
#DSP Philly



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## TUESDAY, JULY 31

8:30am - 12:30pm  
**AM Workshops**

**Conquering the Customer Journey with Content Marketing** (Adestra Stage 1)  
 • Blake Pappas, Vertical Measures

**Winning at SEO in 2018** (Adtaxi Stage 2)  
 • Janet Driscoll Miller, Marketing Mojo

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

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

• Scott Dikkers  
 Founder, The Onion



2:30pm - 3:00pm  
**Business Storytelling: The Architecture Of Why People Will Care About Your Content** (Adestra Stage 1)  
 • Robert Rose, Content Marketing Institute

**Marketing Analytics: Get the Insights You Need Faster** (Adtaxi Stage 2)  
 Presented by **Alight Analytics**  
 • Matt Hertig, CEO, Alight Analytics & Andrew Richardson, VP, Elite SEM

**Video Everywhere** (Zoho Stage 3)  
 Presented by **Adtaxi**  
 • Lindsay O'Connor, Sr Digital Sales Director

3:15pm - 3:45pm  
**Social Commerce Strategies that Drive Sales** (Adestra Stage 1)  
 • Obele Brown-West, Weber Shadwick

**How AI Will Let Us Be Marketers Again** (Adtaxi Stage 2)  
 Presented by **IBM**  
 • Alexandra Sardarian, Product Marketing

**Three Things that Drive Marketers Crazy (and How Digital Marketing Can Help)** (Zoho Stage 3)  
 • Patricia Christiansen, Siemens Healthineers

4:00pm - 4:30pm  
**The PICA Protocol™: Your Prescription for Healthy, Actionable Data Storytelling** (Adestra Stage 1)  
 • Lea Pica, LeaPica.com

**(Art)ificial: How to Build a Brand in an A.I World** (Adtaxi Stage 2)  
 • Anne Gherini, Affinity Inc.

**Five Steps to a Data Driven Email Marketing Strategy** (Zoho Stage 3)  
 Presented by **Adestra**  
 • Bob Millar, Regional Director

4:45pm - 5:15pm  
**Visual Storytelling - How to Share Your Data to a Variety of Audiences and Get a Yes!** (Adestra Stage 1)  
 • Gladys Rosa, Facebook

**The Age of Invisibility** (Adtaxi Stage 2)  
 • Mike King, iPullRank

**The Hank Moody Guide to Email Marketing: Authentic Messages that Provoke Response** (Zoho Stage 3)  
 • Karen Talavera, Synchronicity Marketing

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

### DAY 2

7:30am - 8:30am  
**Morning Coffee Networking** hosted by **Web Talent Marketing** (Sponsor Area)

8:30am - 9:00am  
**Shaping Brand Perception Through Storytelling** (Adestra Stage 1)  
 • Ben Tamblyn, Microsoft

**SEO Quick Wins: 20% of Actions for 80% of Results** (Adtaxi Stage 2)  
 • Matthew Capala, Alphametic

**Beyond Campaigns: Finding Success with B2B Influencer Marketing** (Zoho Stage 3)  
 • Becca Taylor, Hewlett Packard Enterprise

9:15am - 9:45am  
**Empathizing Your Way to Marketing Success** (Adestra Stage 1)  
 • Leigh George, freedom

**Filling the Funnel: How to Build a Content Marketing Strategy for Growth** (Adtaxi Stage 2)  
 • Kate Richling, Media Monks

**Filmmaking in Marketing Simplified: How to Tell Better Stories** (Zoho Stage 3)  
 • Derek Diener, MAKE films

AGENDA DAY 1

## WEDNESDAY, AUGUST 1

10:00am - 10:30am  
**How to Find and Tell the Story of Your Ideas** (Adestra Stage 1)  
 • Tamsen Webster, The Red Thread

**Day to Day Innovation: Making Digital Transformation Real** (Adtaxi Stage 2)  
 • Stephanie Miller, Econsultancy

**How to Stand Out on LinkedIn to Attract a Sea of Clients** (Zoho Stage 3)  
 • Bianca Jackson, JAX Digital LLC

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

11:00am - 11:30am  
**Programmatic Evolved: Using Artificial Intelligence to Target, Measure, Convert, & Repeat** (Adestra Stage 1)  
 Presented by **Genius Monkey**  
 • Jeremy Hudgens, CRO, Director of Client Solutions

**Three Ways to Dramatically Improve Your Email Results** (Adtaxi Stage 2)  
 Presented by **Campaign Monitor**  
 • Nora Snoddy, Director of Demand Programs

**Lean, Mean, Marketing Machine: How to Leverage a Lean Team to Hit Your Moonshot Goals** (Zoho Stage 3)  
 • Marissa Ranalli, DoSomething.org

11:45am - 12:15pm  
**10 Critical Factors for Success in Content Marketing** (Adestra Stage 1)  
 • Blake Pappas, Vertical Measures

**Why Video is the Most Effective Social Content** (Adtaxi Stage 2)  
 • Sam Wood, Philadelphia Eagles

**Predictive Analytics: Making Your Data Work Harder for Your SEO and Other Content Marketing** (Zoho Stage 3)  
 • Marc Engelsman, Digital Brand Expressions

12:15pm - 12:40pm  
**Grab a Lunch**, box lunches sponsored by **TMMData**

12:40pm - 1:40pm  
**Lunch Keynote**  
**The Scientific Secrets of Perfect Timing** (Adestra Stage 1)

• Daniel Pink  
 Best-Selling Author



1:55pm - 2:25pm  
**Unraveling the Mystery of the Facebook Algorithm** (Adestra Stage 1)  
 • Alex Baker-Whitcomb, WIRED Magazine

**Everything I Learned About Social Media ROI in 10 Years Was Wrong. Let's Fix It, Together.** (Adtaxi Stage 2)  
 Presented by **Zoho**  
 • Praval Singh, Sr Product Marketing

**Digital Asset Management is the Core of Customer Experience** (Zoho Stage 3)  
 • Bryan Cohen, Pfizer

2:35pm - 3:05pm  
**Think Like A Fan: Create Relatable Content, Insight Meaningful Interactions and Activate Your Community of Fans** (Adestra Stage 1)  
 • Brian Fanzo, iSocialFanz

**Your Users Will Reward You For Using Accelerated Mobile Pages (AMP)** (Adtaxi Stage 2)  
 • Matt Ludwig, Google

**Marketing in the Blockchain Era** (Zoho Stage 3)  
 • Nataliya Stanetsky, L'oreal

3:15pm - 3:45pm  
**Bloody Hell! And Other Marketing Truths My British Mum Taught Me** (Adestra Stage 1)  
 • Michael Barber, Godfrey

**Facebook Live 365: What We Learned During a Year of Digital Storytelling** (Adtaxi Stage 2)  
 • Keith Green, Guinness World Records

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

3:55pm - 4:25pm  
**How to Hack Facebook's New Algorithm Changes** (Adestra Stage 1)  
 • Carlos Gil, Gil Media Co.

**Redistributing Content: Getting More From a 30-Second Television Spot** (Adtaxi Stage 2)  
 • Autumn Walden, Nathaniel Harrison & Shane McNichol, Villanova University

**How the Best Brands Use Augmented Reality and Image Recognition to Drive Engagement** (Zoho Stage 3)  
 • Brendan Walsh, Mole Street

4:35pm - 5:05pm  
**The Brand Called Compassion** (Adestra Stage 1)  
 • Keesa Schreane, Thompson Reuters

**Executing Sponsorships That Drive Business Value** (Adtaxi Stage 2)  
 • Jared Melzer, TE Connectivity

5:05pm - 6:00pm  
**Closing Reception** hosted by **Campaign Monitor** (Sponsor Area)

AGENDA DAY 2