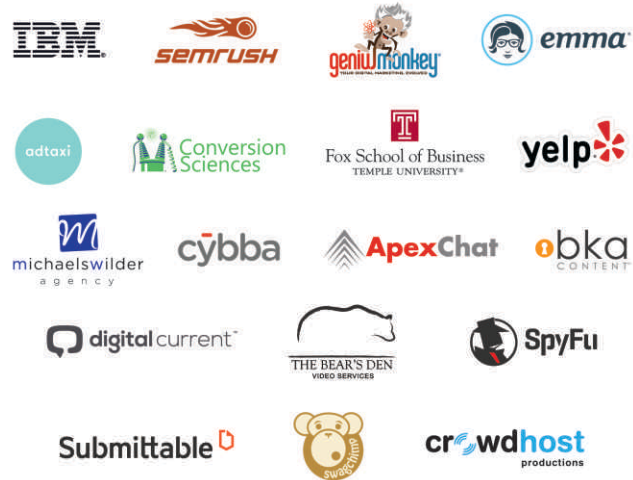


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Official Agenda

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



SwagChimp VIP Lounge

The VIP Lounge, located in the Room 211 (downstairs), is available to VIP Badge holders, Speakers and Sponsors for refreshments, light snacks, and a place to network and check email.
Wednesday: 12:00pm - 5:00pm
Thursday: 8:30am - 5:00pm



Will I be able to view presentations after the conference?

Yes! All speaker slide decks that we're 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?

Here's a few options within a few minutes walk:

- o Starbucks, downstairs on Level 1, 7:00am - 4:00pm
- o Subway: 455 N 3rd St #1015
- o Einstein Bros Bagels: 530 E McDowell Rd #111
- o Starbucks: 530 E McDowell Rd #111
- o Green New American Vegetarian: 2022 N 7th St
- o Tom Yum Thai: 110 N Central Ave

VENUE AND CONFERENCE INFO



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April 10-11

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August 15-16

Seattle, WA
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Minneapolis, MN
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Salt Lake City, UT
May 1-2

Washington, DC
August 27-28

Kansas City, MO
May 16-17

Detroit, MI
September 12-13

Atlanta, GA
May 22-23

Chicago, IL
September 26-27

Portland, OR
June 12-13

Charlotte, NC
October 3-4

Denver, CO
July 17-18

Raleigh, NC
November 14-15

Philadelphia, PA
July 31 - August 1

Dallas, TX
December 4-5

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WEDNESDAY, FEBRUARY 21

8:30am - 12:30pm Pre-Conference Intensive Workshops

How to Create, Optimize and Amplify Content That Converts (SEMrush Stage 1)
 • Mike Huber & Erik Solan, Vertical Measures

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

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

12:30pm Main Conference Registration Opens

**1:15pm – 2:15pm
Opening Keynote
Engineering Audacious Brand Truths Through Transformational Leadership** (SEMrush Stage 1)



• Blake Irving, Former CEO, GoDaddy

**2:30pm – 3:00pm
How Content Can Establish Your Brand as a Thought Leader** (SEMrush Stage 1)
 • Bryan Cohen, Pfizer

Top Tips to Have Your Best Year of Email Marketing Ever (Genius Monkey Stage 2)
 Presented by **Emma**
 • Nora Snoddy, Director of Marketing

Conflict, What is it Good For? Absolutely Everything (IBM Stage 3)
 • Tyler Farnsworth, August United

**3:15pm – 3:45pm
What's Technically Wrong With Your Website?** (SEMrush Stage 1)
 • Mindy Weinstein, Market MindShift

The New CMO: How Shaking Up the Traditional Org Chart Can Help You Build and Sell Better Products (Genius Monkey Stage 2)
 • Jocelyn Mangan, Snagajob

Content ROI: Is There Any? (IBM Stage 3)
 Presented by **SEMrush**
 • Ashley Ward, Corporate Speaker

**4:00pm – 4:30pm
The Art and Strategy Behind An Effective Instagram Account** (SEMrush Stage 1)
 • Quinn Tempest, Digital Strategist

Advanced Tracking & Enriched SERP Results via Google Tag Manager (Genius Monkey Stage 2)
 • Paul Duncan, Cabela's

Develop a Solid Product Marketing Strategy to Generate More Revenue (IBM Stage 3)
 • Sarah-Beth Anders, LinkedIn

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

The Power of Video: Integrate Video Creative into Your Social Media Strategy (Genius Monkey Stage 2)
 • Nik Scott, University of Denver

Building and Connecting with a Global Community (IBM Stage 3)
 • John Vranas, Make-A-Wish International

**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
Keynote Q&A** (SEMrush Stage 1)
 • Blake Irving, Former CEO, GoDaddy
 • Lisa Stone, CMO, Ellevest
 (Moderated by Jon-Mikel Bailey, Wood Street)

Using Emerging Technology to Boost Customer Experience (Genius Monkey Stage 2)
 • Daniel Brusilovsky, Golden State Warriors

**9:15am – 9:45am
Combine Paid & SEO Strategies to Increase Your Bottom Line** (SEMrush Stage 1)
 • Erik Solan, Vertical Measures

The Hank Moody Guide to Email Marketing: Authentic Messages that Provoke Response (Genius Monkey Stage 2)
 • Karen Talavera, Synchronicity Marketing

AGENDA DAY 1

THURSDAY, FEBRUARY 22

AI and Machine Learning Technologies: What They Mean for Marketers Today and in The Future (IBM Stage 3)
 Presented by **IBM**
 • Loren McDonald, Marketing Evangelist

**10:00am – 10:30am
Managing and Marketing To Millennials** (SEMrush Stage 1)
 • Eve Mayer, Splash Media

The Strategic Omni-Channel Digital Marketing Playbook (Genius Monkey Stage 2)
 Presented by **Adtaxi**
 • Kenzie Dahmert, Director of Sales Development

Revolutionize the Digital Customer Experience with AI (IBM Stage 3)
 • Nishant Nishant, Avnet

**11:00am – 11:30am
Making Lemonade: Traits Beyoncé Can Teach the Modern Marketer to Run the World** (SEMrush Stage 1)
 • Michael Barber, Godfrey

Accelerating Return: Making Paid Ads Your Most Productive Medium Through AI (Genius Monkey Stage 2)
 Presented by **Genius Monkey**
 • Jeremy Hudgens, SVP, Director of Client Solutions

Harnessing the Power of Amazon: Customer Aquisition, Lead Generation, and Proof of Concept Sales (IBM Stage 3)
 • Robyn Johnson, Best from the Nest

**11:45am – 12:15pm
I Can't Get No Satisfaction - How to Rank Like Jagger** (SEMrush Stage 1)
 • Grant Simmons, Homes.com

Developing Innovative Solutions for a Better Customer Experience (Genius Monkey Stage 2)
 • Scott Emmons, Neiman Marcus

Finding Your Customer's Moments of Truth: The Power of Customer Journey Mapping (IBM Stage 3)
 • Laurie Buczek, Town of Gilbert

**12:15pm – 1:25pm
Lunch Keynote** hosted by **SpyFu**
Breakthrough Trust: Winning Creativity, Candor and Compassion (SEMrush Stage 1)



• Lisa Stone, CMO, Ellevest

**1:40pm – 2:10pm
WAKE UP Your Digital Marketing** (SEMrush Stage 1)
 • Tiffany Starnes, Starnes Solutions

Your Website's Performance Matters to Google AND Your Clients! (Genius Monkey Stage 2)
 • Jon-Mikel Bailey, Wood Street

Hello <First Name>: How to Stay Human in an Artificial World (IBM Stage 3)
 • Anne Gherini, Affinity

**2:20pm – 2:50pm
Five Key Traits for High Performing Marketing Organizations** (SEMrush Stage 1)
 • Mathew Sweezey, Salesforce

Constructing a Website Architecture that Supports Search Demand (Genius Monkey Stage 2)
 • Lauren Polinsky, MGM Resort

Can 100% Digital Marketing Work for Your Organization? (IBM Stage 3)
 • Todd Vigil, The Phoenix Symphony

**3:00pm – 3:30pm
So Many Platforms, So Little Time: The Right Content for the Right Platform** (SEMrush Stage 1)
 • Caitlin Moyer, Milwaukee Brewers

Your SEO is Failing Without Evangelism: Everyone in Your Company Impacts SEO (Genius Monkey Stage 2)
 • Garth O'Brien, GoDaddy

**3:40pm – 4:10pm
Google Optimize: Advanced A/B Testing Made Simple** (SEMrush Stage 1)
 • Laura Duncan, Page 1 Solutions

How to Turn \$6,000 in Ads Into \$200,000 in Revenue with One Change (Genius Monkey Stage 2)
 • Marc Babin, Westin Grand Cayman

**4:25pm – 5:00pm
Closing Keynote
Create Relatable Content, Insight Meaningful Interactions and Activate Your Community of Fans** (SEMrush Stage 1)



• Brian Fanzo, Founder, iSocialFanz

**5:00pm – 6:00pm
Closing Cocktail Reception** hosted by **Emma** (Sponsor Area)

AGENDA DAY 2