

DIGITAL SUMMIT PHOENIX 2019 SPONSORS

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ADDITIONAL 2019 GLOBAL PARTNERS

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**TechMedia**

VENUE AND CONFERENCE INFO



**Official Agenda**

Visit [digitalsummit.com/phoenix](https://digitalsummit.com/phoenix) 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](mailto:registration@digitalsummit.com) for more details.



**Lunch**

Based on attendee feedback, vouchers will be provided this year in lieu of a box lunch. The vouchers can be redeemed at the following outlets: **Starbucks, Phoenix Metro Café, Bistro on 3rd, Urban Wok, Flat Out Pizza and Tortillas Mexican Cuisine.** Please see the voucher in your attendee badge for hours and details.



**Missed lunch or need a snack?**

The following outlets are open daily on Street Level 1:

- Starbucks: 6.30am - 5.00pm
- Phoenix Metro Café: 7.00am - 2.00pm



**CrowdHost Charging Station**

Need a free power up? Drop your device off at the Power Charging Station located in the sponsor area on Level 3.

VENUE AND CONFERENCE INFO



**250ok Digital VIP Lounge**

The VIP Lounge - located on Level 2 - is available to VIP badge holders, Sponsors and Speakers for refreshments, light snacks and a place to network and check email.

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



**Contact Info**

For after-hours assistance please email [Help@digitalsummit.com](mailto:Help@digitalsummit.com)  
For sponsorship information please email [ROI@digitalsummit.com](mailto:ROI@digitalsummit.com)

**UPCOMING 2019 DIGITAL SUMMIT SERIES**

<b>Seattle, WA</b> February 26-27	<b>Minneapolis, MN</b> August 14-15
<b>Salt Lake City, UT</b> March 5-6	<b>Chicago, IL</b> August 28-29
<b>Los Angeles, CA</b> April 10-11	<b>Washington, DC</b> September 4-5
<b>New York City, NY</b> May 1-2	<b>Tampa, FL</b> September 11-12
<b>Kansas City, MO</b> May 15-16	<b>Detroit, MI</b> September 25-26
<b>Atlanta, GA</b> May 21-22	<b>Charlotte, NC</b> October 2-3
<b>Austin, TX</b> June 4-5	<b>Boston, MA</b> October 21-22
<b>Portland, OR</b> June 11-12	<b>Raleigh, NC</b> November 13-14
<b>Denver, CO</b> June 25-26	<b>Dallas, TX</b> December 3-4
<b>Philadelphia, PA</b> July 24-25	

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**FEBRUARY 11 - 12, 2019**

PHOENIX CONVENTION CENTER  
PHOENIX, AZ



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MONDAY, FEBRUARY 11

8:30am - 12:30pm

**AM Workshops**

**Move Prospects Through the Customer Journey With a Solid Content and Digital Marketing Strategy (Act-On Stage 1)**

- John Triplett & Samantha Kermode, Vertical Measures

**SEO of Today (Alight Analytics Stage 2)**

- Mindy Weinstein, MarketMindshift

**Email 2020: Email Marketing for This Year & Beyond (Adtaxi Stage 3)**

- Michael Barber, Godfrey

12:30pm

**Main Conference Registration Opens**

1:15pm – 2:05pm

**Opening Keynote**

**The What, Why, and How of Community-Driven Brand Content (Alight Analytics Stage 2)**

- Liza Dunning, Airbnb



2:20pm – 2:50pm

**Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Act-On Stage 1)**

- Michael Barber, Godfrey

**Why Marketing Analytics Fails (and How to Do It Right) (Alight Analytics Stage 2)**

Presented by **Alight Analytics**

- Matt Hertig, CEO

**What Brands Need to Know About Amazon Alexa and Building for Voice (Adtaxi Stage 3)**

- Noelle LaCharite, Microsoft

**Death to Display Ads (Data-Dynamix Stage 4)**

- Phil Herbert, Phil Herbert Consulting

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**3:05pm – 3:35pm**  
**Reinventing Content Marketing Into a Measurable Business Strategy** (Act-On Stage 1)  
 • Robert Rose, Content Marketing Institute

**Are You a Data-Driven Marketer? You're Likely Missing an Entire Category of Analytics** (Alight Analytics Stage 2)  
 • Adam Arkfeld, ParaCore

**Creating a Digital Training Camp** (Adtaxi Stage 3)  
 • John Panighel, adidas

**The View of Digital from the Traditional Trenches** (Data-Dynamix Stage 4)  
 • Jim Knapp, MediaSalesTrainer.com

**3:50pm – 4:20pm**  
**Influencer Marketing Strategies to Grow Your Audience** (Act-On Stage 1)  
 • Ursula Ringham, SAP

**Design Tips for Better Data Storytelling** (Alight Analytics Stage 2)  
 • Tim Degner, Nike

**Video Everywhere** (Adtaxi Stage 3)  
*Presented by Adtaxi*  
 • Kenzie Dahnert, Director of Sales Development

**Clarify Your Story to Amplify Your Impact and Simplify Your Life** (Data-Dynamix Stage 4)  
 • Park Howell, Business of Story

**4:35pm – 5:10pm**  
**Afternoon Keynote**  
**The New Era of V-Commerce: What Marketers Need to Know About the Voice Assistant Revolution** (Alight Analytics Stage 2)



• Meg Goldthwaite  
 NPR

**5:00pm – 6:00pm**  
**Opening Reception** hosted by **Genius Monkey** (Sponsor Area)

**DAY 2**

**8:00am – 8:30am**  
**Morning Coffee Networking** (Sponsor Area)

**8:30am – 9:00am**  
**Culture is King: Why Investing in a Good Culture Makes a Great Brand** (Act-On Stage 1)  
*Presented by Ideas Collide*  
 • Matthew Clyde, President & Chief Strategist

**Deciphering Digital Transformation: 25 Years in the Making** (Alight Analytics Stage 2)  
 • Ryan Reichmann, P.F. Chang's & Kelley O'Brien, The Variable

**9:15am – 9:45am**  
**The Feng Shui of Modern Email** (Act-On Stage 1)  
 • Jen Capstraw, Iterable

**Social Trends You Can Put Into Practice In 2019** (Alight Analytics Stage 2)  
*Presented by Hootsuite*  
 • Jeremy Wood, VP Product Marketing

**SEO Quick Wins: 20% of Actions for 80% of Results** (Adtaxi Stage 3)  
 • Matthew Capala, Alphametic

**10:00am – 10:30am**  
**Boost Your Content by Thinking Like An Editor** (Act-On Stage 1)  
 • Kate Winick, Peloton

**How to Run a Content Practice (Without Inciting Mass Panic)** (Alight Analytics Stage 2)  
 • Matt Ingwalson, ECD/CW

**Why Your Brand Works in the "Real World" But Fails When Online** (Adtaxi Stage 3)  
 • Juntae DeLane, University of Southern California

**How to Win the UX War on the Corporate Battle Field** (Data-Dynamix Stage 4)  
 • Lynne Adams, Johnson & Johnson

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

**11:00am – 11:30am**  
**Fyre Festival: 10 Marketing Lessons Your Business Can Leverage** (Act-On Stage 1)  
 • Brian Fanzo, iSocialFanz

**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

**Should You Fire Your Chief Marketing Officer?** (Adtaxi Stage 3)  
 • Blake Pappas, Vertical Measures

**Growing Your Customer Base with Zero Paid Advertising** (Data-Dynamix Stage 4)  
 • Cody Jones, Zapier

**11:45am – 12:15pm**  
**What Marketers Can Learn About Social Media from DJ Khaled and Drake** (Act-On Stage 1)  
 • Carlos Gil, Gil Media Co.

**The Funnel is Dead: Long Live the Marketing Flywheel to Engage Customers** (Alight Analytics Stage 2)  
 • Dave Meyer, BizzyWeb

**10 Steps to Make You a People-Based Marketing Rock Star** (Adtaxi Stage 3)  
*Presented by Data-Dynamix*  
 • Jude Fontenot, VP of Training & Learning

**How to Sell Faster Using Business Videos that Tell Powerful Stories** (Data-Dynamix Stage 4)  
 • Todd Hartley, WireBuzz

**12:15pm – 1:00pm**  
**Lunch Pickup & Break**

**1:00pm – 1:50pm**  
**Lunch Keynote**  
**Building a Brand with Outrageous Marketing** (Alight Analytics Stage 2)



• Scott Dikkers  
 Founder, The Onion

**2:05pm – 2:35pm**  
**Get More Out of Every Email You Send** (Act-On Stage 1)  
*Presented by ActiveCampaign*  
 • Zachary Hanz, Product Marketing Manager

**Digital Reputation Management and Social Media** (Alight Analytics Stage 2)  
 • Casey Hall, LumberjackSocial

**Preparing Your Brand for the Future of Digital Identity** (Adtaxi Stage 3)  
 • Max Kirby, Publicis.Sapient

**2:45pm – 3:15pm**  
**"Meh" to "Marvelous": How to Market on Facebook Ads in the Era of Killer Competition** (Act-On Stage 1)  
 • Susan Wenograd, Aimclear®

**Better Than The Newsletter: Eight Ways to Deliver Relevance with Email Marketing** (Alight Analytics Stage 2)  
 • Chris Sietsema, Teach to Fish Digital

**Understand Your Audience – Become a Programmatic Rock Star** (Adtaxi Stage 3)  
 • Diane Sidden, Cisco

**3:25pm – 3:55pm**  
**How Brands Can Harness the Power of Instagram Stories** (Act-On Stage 1)  
 • Quinn Tempest, Digital Strategy & Design Consultant

**UX Meets MBA: A Designer Goes to Business School** (Alight Analytics Stage 2)  
 • McLean Donnelly, The Makery Group

**The Most Powerful Email Data Lessons Can be Found in the Movie Groundhog Day** (Adtaxi Stage 3)  
*Presented by 250ok*  
 • Sam Douglass III, Director of Marketing

**4:05pm – 4:35pm**  
**It Takes Two: Effective Strategies for Working with Social Influencers** (Alight Analytics Stage 2)  
 • Curtis Midkiff, Southwest Airlines

**Bridging Silos Between SEO, UX, and Content for Big Marketing Wins** (Adtaxi Stage 3)  
 • Rebekah Cancino, ONWARD

**4:30pm – 5:30pm**  
**Closing Reception** hosted by **SwagChimp** (Sponsor Area)