

DIGITAL SUMMIT PORTLAND 2018 SPONSORS



DIGITAL SUMMIT PORTLAND 2018 PARTNERS



ADDITIONAL 2018 GLOBAL PARTNERS



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**TechMedia**

VENUE AND CONFERENCE INFO



**WiFi Info**

Network: **DSPDX**  
Password: **digital18**



**Official Agenda**

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



**CrowdHost VIP Lounge**

The VIP Lounge 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 - 5:00pm  
Day 2: 8:30am - 4:45pm



**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?**

Portland Roasting is located on Level 1, below the Portland Ballroom and will be open each day from 7:30am - 4:00pm

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**SwagChimp Charging Station**

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



**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)

**UPCOMING 2018 DIGITAL SUMMIT SERIES**

**Denver, CO**  
July 17-18

**Detroit, MI**  
September 12-13

**Philadelphia, PA**  
July 31 - August 1

**Chicago, IL**  
September 26-27

**Tampa, FL**  
August 8-9

**Charlotte, NC**  
October 3-4

**Boston, MA**  
August 15-16

**Raleigh, NC**  
November 14-15

**Minneapolis, MN**  
August 22-23

**Dallas, TX**  
December 4-5

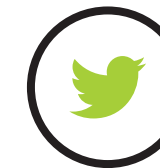
**Washington, DC**  
August 27-28

[digitalsummit.com](http://digitalsummit.com)



**digitalsummit**  
PORTLAND

Navigate the event with an up-to-date agenda plus the ability to rate sessions!  
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@DigitalSummits  
**#DSPDX**



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TUESDAY, JUNE 12

8:30am - 12:30pm  
**AM Workshops**  
**Conquering the Customer Journey with Content Marketing** (Adestra Stage 1)  
• Blake Pappas, Vertical Measures

**SEO of Today: What Really Moves the Needle** (Ideas Collide Stage 2)  
• Mindy Weinstein, Market MindShift

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

12:30pm  
**Main Conference Registration Opens**

1:15pm – 2:15pm  
**Opening Keynote**  
**A Conversation with Chelsea Handler** (Adestra Stage 1)



• Chelsea Handler  
Comedian, Author and Producer

Moderated by Beverly Jackson, MGM Resorts

2:30pm – 3:00pm  
**Building Your Brand in the Digital Age** (Adestra Stage 1)  
• Greg Perotto, Hootsuite

**Adoption Require Adaptation: How to Be Human in an Artificial World** (Ideas Collide Stage 2)  
• Anne Gherini, Affinity

**Building a Predictable Pipeline of Sales: A Demand Generation Plan How-To** (Act-On Stage 3)  
• Stephanie Ristow, Ristow Marketing

**How Facebook Messenger Marketing Can Transform Your Business** (Genius Monkey Stage 4)  
• Megan Berry, Octane AI

**3:15pm – 3:45pm**  
**Mobile Trends & How to Master Them**  
 (Aestra Stage 1)  
 • Blair Perez, Facebook

**The 7 and 3/4 Things You Don't Ever Want to Do in Email... Never... No really... Not at all!**  
 (Ideas Collide Stage 2)  
 Presented by **Aestra**  
 • Ryan Phelan, VP, Marketing Insights

**Location Data as a Data Unifier: Retail Brand Successes** (Act-On Stage 3)  
 • Drew Breunig, PlacIQ

**Beats, Rhymes, and Marketing**  
 (Genius Monkey Stage 4)  
 • Chris Sumner, Live Nation

**4:00pm – 4:30pm**  
**What's Technically Wrong With Your Website?** (Aestra Stage 1)  
 • Mindy Weinstein, Market MindShift

**Targeting Existing Customers to Increase Lifetime Value** (Ideas Collide Stage 2)  
 • Mert Bay, Uber

**There's Nothing Artificial about Biases in AI**  
 (Act-On Stage 3)  
 • Andrea Gagliano, Getty Images

**Utilizing SMS (Messaging) to Improve Long Term Engagement** (Genius Monkey Stage 4)  
 • Freddie Bologno, DoSomething.org

**4:45pm – 5:15pm**  
**How to Find and Tell the Story of Your Ideas**  
 (Aestra Stage 1)  
 • Tamsen Webster, TEDx

**Don't Be Average: Leveraging Email & Mobile Marketing Benchmarks to Take Your Programs to 11** (Ideas Collide Stage 2)  
 Presented by **IBM**  
 • Loren McDonald, Marketing Evangelist

**Winning Customer Engagement Strategies in an Era of Digital Disruption** (Act-On Stage 3)  
 Presented by **Act-On**  
 • Adam Mertz, VP, Marketing and Strategy & Adam Unger, R2C Group

**Personal Branding and Storytelling Go Hand in Hand** (Genius Monkey Stage 4)  
 • Monique Hayward, Intel

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

**DAY 2**

**7:30am – 8:30am**  
**Morning Coffee Networking** hosted by **Wrike**  
 (Sponsor Area)

**8:30am – 9:00am**  
**Designing Connected Content** (Aestra Stage 1)  
 • Mike Atherton, Facebook

**The SEO Process That Will Grow Your Business**  
 (Ideas Collide Stage 2)  
 • John Doherty, Credo

**Reimagining the Technology Foundation for Marketing** (Act-On Stage 3)  
 • Joe Stanhope, Forrester

**Email Marketing in the Age of Gen Z**  
 (Genius Monkey Stage 4)  
 • Abbey Tingle, Barkley

**9:15am – 9:45am**  
**Rebranding: Making a 145-Year-Old Institution Not Only Relevant but Irresistible** (Aestra Stage 1)  
 • Cynthia Round, Former SVP, The Met

**Keeping it Authentic in an Artificial & Augmented Marketing Landscape** (Ideas Collide Stage 2)  
 Presented by **Ideas Collide**  
 • Matthew Clyde, President & Chief Strategist



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**Secrets Flat Out Stink - Let's Reveal the Best Kept Secrets to Email Optimization** (Act-On Stage 3)  
 Presented by **Marketo**  
 • Michael Madden, Sr. Manager, Marketing

**How To Transform Your Team into a High Performance Marketing Machine**  
 (Genius Monkey Stage 4)  
 • Frazier Miller, Wrike

**10:00am – 10:30am**  
**Combine Paid & SEO Strategies to Increase Your Bottom Line** (Aestra Stage 1)  
 • Blake Pappas, Vertical Measures

**Humanize Your Brand: Core Values As a Marketing Tool** (Ideas Collide Stage 2)  
 • Eve Mayer, EveMayer.com & Levi Sauerbrei, NerdButler.com

**Customer Experience as the Lever to Drive Demand Generation – And Revenue**  
 (Act-On Stage 3)  
 • Lauren Goldstein, Annuitas

**Survey Says! Getting Better Data with UX Thinking** (Genius Monkey Stage 4)  
 • Lauren Isaacson, Curio Research

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

**11:00am – 11:30am**  
**The What, Why, and How of Community-Driven Brand Content** (Aestra Stage 1)  
 • Liza Dunning, Airbnb

**How Can Google's 2018 Search Updates Benefit Your Digital Strategy?**  
 (Ideas Collide Stage 2)  
 • Aurora Morales, Google

**Programmatic Evolved: Using Artificial Intelligence to Target, Measure, Convert, & Repeat** (Act-On Stage 3)  
 Presented by **Genius Monkey**  
 • Jeremy Hudgens, SVP

AGENDA DAY 1 & 2

**Death to Display Ads** (Genius Monkey Stage 4)  
 • Phil Herbert, HP

**11:45am – 12:15pm**  
**Building Teamwork to Achieve Innovative Results**  
 (Aestra Stage 1)  
 • Mitch Lowe, Co-founder, Netflix

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

**Content at the Core: How to Use Podcasts as Your Anchor Content** (Act-On Stage 3)  
 • Jeremy Solly, Vacasa

**How the Best Brands Use Augmented Reality and Image Recognition to Drive Engagement**  
 (Genius Monkey Stage 4)  
 • Brendan Walsh, Mole Street

**12:15pm – 12:30pm**  
**Passing Break / Grab Lunch**

**12:30pm – 1:45pm**  
**Lunch Keynote**  
**Search Marketing's Evolution: 2018 and Beyond**  
 (Aestra Stage 1)



• Rand Fishkin  
 SparkToro

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

**Mastering Voice Search** (Ideas Collide Stage 2)  
 • Kent Lewis, Anvil Media

**Creating & Scaling Video Content** (Act-On Stage 3)  
 • LeighAnna Webb, Indeed.com

**Developing VR + AR Strategies for Your Company**  
 (Genius Monkey Stage 4)  
 • Mia Tranz, Time Inc.

**2:40pm – 3:10pm**  
**Bloody Hell! And Other Marketing Truths My British Mum Taught Me** (Aestra Stage 1)  
 • Michael Barber, Godfrey

**Paid Search Trends That Impact Your Business in 2018 and Beyond** (Ideas Collide Stage 2)  
 • Mika Carter, Just Conversion Marketing, LLC.

**Optimizing Your Social Channels on a Shoestring Budget** (Act-On Stage 3)  
 • Kathryn Bader, UC Berkeley

**3:20pm – 3:50pm**  
**Pro Tips for Better Data-Driven Brand Storytelling**  
 (Aestra Stage 1)  
 • Tim Degner, Nike

**Testing User Experiences with Mobile Automation Strategies** (Ideas Collide Stage 2)  
 • Shama Keskar, Amazon

**Marketing the Invisible—Your Professional Services Business** (Act-On Stage 3)  
 • Sean Campbell, Casescape Insights

**3:50pm – 4:30pm**  
**Closing Reception** (Sponsor Area)