

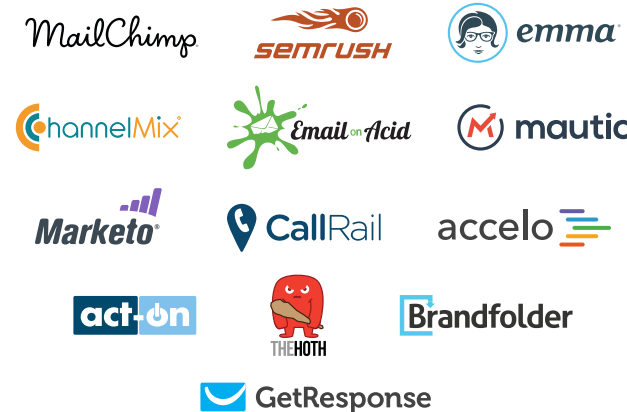
DIGITAL SUMMIT SEATTLE 2018 SPONSORS



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ADDITIONAL 2018 GLOBAL PARTNERS



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VENUE AND CONFERENCE INFO



WiFi Info

Network: **DSSeattle**
Password: **crowdhost18**



Official Agenda

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



Progress VIP Lounge

The VIP Lounge (located on level 3) 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 - 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?

Concessions are available in the sponsor lobby (level 2) during the following times:
Monday 11:00am - 3:00pm
Tuesday 8:00am - 3:00pm



Datawrkz Charging Station

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

VENUE AND CONFERENCE INFO



Contact Info

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



Venue Info

Level 4
o Genius Monkey Stage 4

Level 3
o Search Laboratory Stage 3
o Progress VIP Lounge

Level 2
o Adestra Stage 1
o Sponsor Area
o Concessions
o Datawrkz Charging Station

Level 1
o Registration
o Swag Pick-up
o Coat/Luggage Check

Level LH (One Level below Registration)
o IBM Stage 2

UPCOMING 2018 DIGITAL SUMMIT SERIES

Salt Lake City, UT May 1-2	Philadelphia, PA July 31 - August 1	Detroit, MI September 12-13
Kansas City, MO May 16-17	Tampa, FL August 8-9	Chicago, IL September 26-27
Atlanta, GA May 22-23	Boston, MA August 15-16	Charlotte, NC October 3-4
Portland, OR June 12-13	Minneapolis, MN August 22-23	Raleigh, NC November 14-15
Dallas, TX * June 18	Washington, DC August 27-28	Dallas, TX December 4-5
Denver, CO July 17-18		

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*Everything: Content & Social 1-day event



APRIL 17 - 18

MCCAW HALL
SEATTLE, WA

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TUESDAY, APRIL 17

8:30am - 12:30pm

AM Workshops
How to Create, Optimize and Amplify Content That Converts (Adestra Stage 1)
• Arnie Kuenn & Mike Huber, Vertical Measures

The Path to Position 1: Search Engine Optimization in a User First World (IBM Stage 2)
• Jake Finkelstein, Method Savvy

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

12:30pm
Main Conference Registration Opens

1:15pm – 2:15pm
Opening Keynote
Search Marketing's Evolution: 2018 and Beyond (Adestra Stage 1)



• Rand Fishkin
Founder, SparkToro

2:30pm – 3:00pm
Video Marketing: Winning with Big and Small Budgets (Adestra Stage 1)
• Eve Mayer, Splash Media

Attribution Modeling and the Holy Grail of Marketing Analytics (IBM Stage 2)
• Chip Reno, T-Mobile

How to Predict the Future of Marketing & Communications (Search Laboratory Stage 3)
• Jeremy Goldman, Firebrand Group

There's Nothing Artificial about Biases in AI (Genius Monkey Stage 4)
• Daniel Gifford, Getty Images

3:15pm – 3:45pm
The Power of Video: Integrate Video Creative into Your Social Media Strategy (Adestra Stage 1)
 • Nik Scott, University of Denver

Design Upstream: Advancing Strategic User Experience Without Going Against the Current (IBM Stage 2)
 • Christopher Avore, NASDAQ

Global SEO: Five International Marketing Fails (Search Laboratory Stage 3)
Presented by Search Laboratory
 • Nicola Winters, Head Of International

Products, Packaging and Proof: Building Trust into Customer Experience (Genius Monkey Stage 4)
 • Eric Weaver, Xerox

4:00pm – 4:30pm
The 7 and 3/4 Things You Don't Ever Want to Do in Email... Never... No really... Not at all! (Adestra Stage 1)
Presented by Adestra
 • Ryan Phelan, VP, Marketing Insights

The New Requirement: Social Media Analytic Integration (IBM Stage 2)
 • Paul Her-Sturm, MGM Resorts International

The Future of Influencer Marketing: From Headache to Artificial Intelligence (Search Laboratory Stage 3)
Presented by AdHive
 • Dmitry Malyanov, Co-founder

Deliver Value to Customers In-store Through a Mobile App (Genius Monkey Stage 4)
 • Siddharth Bhaskar, Best Buy

4:45pm – 5:15pm
Five Key Traits for High Performing Marketing Organizations (Adestra Stage 1)
 • Mathew Sweezy, Salesforce

Increase Email Response Rates: How Zillow Doubled Visits from Content Emails (IBM Stage 2)
 • Jamie Plankenhorn, Zillow International

Personal Branding and Storytelling Go Hand in Hand (Search Laboratory Stage 3)
 • Monique Hayward, Intel

Use Humor to Increase Your Conversion Rate by 28% (Genius Monkey Stage 4)
 • Halley Gray, Evolve and Succeed

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

DAY 2

7:30am – 8:30am
Morning Coffee Networking hosted by Sprout Social (Sponsor Area)

8:30am – 9:00am
Unraveling the Mystery of the Facebook Algorithm (Adestra Stage 1)
 • Alex Baker-Whitcomb, WIRED Magazine

Connecting with the 12s: How the Seahawks Use Content to Drive Fan Engagement (IBM Stage 2)
 • Kenton Olson, Seattle Seahawks

Prove It: Capturing the Marketing Metrics that Matter (Search Laboratory Stage 3)
 • Andrea Tarrell, Sercante

9:15am – 9:45am
How to Find and Tell the Story of Your Ideas (Adestra Stage 1)
 • Tamsen Webster, TEDx

How AI Will Give You Marketing Super Powers, Not Eliminate Your Job (IBM Stage 2)
Presented by IBM
 • Loren McDonald, Digital Marketing

Facebook #LIVE: How to Engage Your Followers and Grow Your Audience in New Ways (Search Laboratory Stage 3)
 • Caitlin Angeloff, Docusign

Paid Search Trends That Impact Your Business in 2018 and Beyond (Genius Monkey Stage 4)
 • Mika Carter, Just Conversion Marketing, LLC.



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10:00am – 10:30am
Combine Paid & SEO Strategies to Increase Your Bottom Line (Adestra Stage 1)
 • Arnie Kuenn, Vertical Measures

Mobile Video is the New Influencer: Top Trends & How to Master Them (IBM Stage 2)
 • Carly Goodwin, Facebook & Michael Miller, T-Mobile

The Future of B2B Marketing: Think Like Disney and 6 Other Trends (Search Laboratory Stage 3)
 • Peter Weinberg, LinkedIn

Developing Innovative Solutions for a Better Customer Experience (Genius Monkey Stage 4)
 • Scott Emmons, Neiman Marcus

10:30am – 11:00am
Networking Break

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

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

The New Content Marketing Table Stakes (Search Laboratory Stage 3)
 • Kane Jamison, Content Harmony

Disrupting Diversity: Applying Marketing Insights and Cross-Departmental Collaboration to Solve an Age-Old Problem (Genius Monkey Stage 4)
 • Dr. Gabby Burlacu, SAP SuccessFactors

11:45pm – 12:15pm
Storytelling: From the Campfire to the Screen (Adestra Stage 1)
 • Jon Fish, ESPN

Building Your Brand in the Digital Age (IBM Stage 2)
 • Greg Perotto, Hootsuite

AGENDA DAY 1 & 2

FUTURE SHOCK: Marketing in an Era of Attention Economics (Search Laboratory Stage 3)
 • Geoff Colon, Microsoft

How to Strengthen UX with Tactical and Strategic Involvement (Genius Monkey Stage 4)
 • Christopher LaRoche, MIT

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

12:30pm – 1:30pm
Lunch Keynote
Building A Brand with Outrageous Marketing (Adestra Stage 1)



• Scott Dikkers
 Founder, The Onion

1:45pm – 2:15pm
Bringing Consumer Growth Strategies to the Enterprise (Adestra Stage 1)
 • Rachel Hepworth, Slack

Storytelling is the Only Strategy (IBM Stage 2)
 • Jeremy Gilbert, Washington Post

Behind the Scenes: How LinkedIn Marketers Master B2B (Search Laboratory Stage 3)
 • Megan Golden, LinkedIn

Manifesto Marketing: How to Fuel a Lifelong Love Affair with your Customers (Genius Monkey Stage 4)
 • Tara-Nicholle Nelson, Lightspeed Venture Partners

2:25pm – 2:55pm
The What, Why, and How of Community-Driven Brand Content (Adestra Stage 1)
 • Liza Dunning, Airbnb

Rich Snippets: What Are They, and How Can I Get One? (IBM Stage 2)
 • Colleen Harris, CDK Global

Omni-Channel Marketing for Today's Connected Retail Customer (Search Laboratory Stage 3)
 • Brian Hovis, Nordstrom

Will AI Replace Creativity? (Genius Monkey Stage 4)
 • Anastasia Leng, Picasso Labs

3:05pm – 3:35pm
SEO and Content Unite (Adestra Stage 1)
 • Garth O'Brien, GoDaddy

B2B Omni-Channel: Transforming an Organization with People, Process and Technology (IBM Stage 2)
 • Jenny Hooks, Cisco

CRM Technology is Critical to the Customer Journey (Search Laboratory Stage 3)
 • Adam Rugel, Conde Nast

Evolving to a Holistic Approach to Grow Engagement and Conversions (Genius Monkey Stage 4)
 • Samantha Iodice, Intouch Solutions

3:45pm – 4:15pm
Influencer Marketing: Why Influencers as Content Creators are Becoming a Must Have for Every Brand (Adestra Stage 1)
 • Heidi Ob'bayi, SEIU 775 Benefits Group

12 Principles of Viral Content (IBM Stage 2)
 • Nadya Khoja, Venngage Infographics

Circles of Marketing: Keep Your Business Growing with Customer Acquisition AND Retention (Search Laboratory Stage 3)
 • Louis Tanguay, Full Circle Marketing

4:25pm – 5:15pm
Closing Keynote
Entertain Me or Else: How Gen Z is Changing Everything (Adestra Stage 1)



• Mary Ellen Dugan
 CMO, WordPress Engine

5:15pm – 6:15pm
Closing Cocktail Reception (Sponsor Area)