

DIGITAL SUMMIT SEATTLE 2019 SPONSORS



DIGITAL SUMMIT SEATTLE 2019 PARTNERS



ADDITIONAL 2019 GLOBAL PARTNERS



PRODUCED BY
TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **ActiveCampaign**
Password: **email2019**



Official Agenda

Visit digitalsummit.com/seattle 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 for more details.



Missed lunch or need a snack?

These outlets are available during the following times:

- Espresso Caffé Dior (Level 1) | 7:00am-5:00pm
- Juicy Café (Level 2) | 8:00am-6:00pm
- Subway (Level 4) | 7:00am-3:00pm
- Tougo Coffee (Level 4) | 7:00am-5:00pm



BL.INK Charging Station

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

VENUE AND CONFERENCE INFO



250ok Digital VIP Lounge

The VIP Lounge - located in Room 608 - 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 - 5.30pm
- Day 2: 8.30am - 4.30pm



Contact Info

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

UPCOMING 2019 DIGITAL SUMMIT SERIES

Salt Lake City, UT
March 5-6

Minneapolis, MN
August 14-15

Los Angeles, CA
April 10-11

Chicago, IL
August 28-29

New York City, NY
May 1-2

Washington, DC
September 4-5

Kansas City, MO
May 15-16

Tampa, FL
September 11-12

Atlanta, GA
May 21-22

Detroit, MI
September 25-26

Austin, TX
June 4-5

Charlotte, NC
October 2-3

Portland, OR
June 11-12

Boston, MA
October 21-22

Denver, CO
June 25-26

Raleigh, NC
November 13-14

Philadelphia, PA
July 24-25

Dallas, TX
December 3-4

digitalsummit.com



FEBRUARY 26 - 27, 2019

WASHINGTON STATE CONVENTION CENTER
SEATTLE, WA

digitalsummit
SEATTLE

Navigate the event with an up-to-date agenda plus the ability to rate sessions!
digitalsummit.com/seattle



@DigitalSummits
#DSSEA



Network:
ActiveCampaign
Password:
email2019

WiFi Sponsored by
ActiveCampaign

digitalsummit.com/seattle

TUESDAY, FEBRUARY 26

8:30am - 12:30pm

AM Workshops
Move Prospects Through the Customer Journey With a Solid Content and Digital Marketing Strategy (BlueSnap Stage 1)
• John Triplett, Vertical Measures

Develop a Facebook Advertising Strategy to Reach Your Best Prospects (250ok Stage 2)
• Susan Wenograd, Aimclear®

Email 2020: Email Marketing for This Year & Beyond (Constant Contact Stage 3)
• Michael Barber, Godfrey

12:30pm
Main Conference Registration Opens

1:15pm – 2:15pm
Opening Keynote
Future Consumers (Stages 1-3)

• Randi Zuckerberg
Zuckerberg Media



2:35pm – 3:05pm
The Funnel is Dead: Long Live the Marketing Flywheel to Engage Customers (BlueSnap Stage 1)
• Dave Meyer, BizzyWeb

Customer-Obsessed Digital User Engagement (250ok Stage 2)
• Simon Poile, Amazon

Three Ways to Dramatically Improve Your Email Results (Constant Contact Stage 3)
Presented by Emma
• Caroline Matis, Social Media Manager

(Art)ificial: How to Start Leveraging AI Without Losing Your Brand (Lumavate Stage 4)
• Anne Gherini, Affinity Inc.

3:20pm – 3:50pm
Payments: The Overlooked and Underappreciated Customer Experience Super Power (BlueSnap Stage 1)
Presented by BlueSnap
 • John Pleau, Director of Sales

From Brand Ambassadors to Content Creators: Using Micro-Influencers to Create Engaging, On-Brand Content (250ok Stage 2)
 • Beth Teague, HotelTonight

Positioning in Crowded Markets: How to Make Any Offering Obviously Awesome (Constant Contact Stage 3)
 • April Dunford, Ambient Strategy

Affiliate is Dead: Long Live Partner Marketing (Lumavate Stage 4)
 • Max Ciccotosto, Mediarails by Impact & Wade Tonkin, Fanatics

4:05pm – 4:35pm
The Most Powerful Email Data Lessons Can be Found in the Movie Groundhog Day (BlueSnap Stage 1)
Presented by 250ok
 • Sam Douglass III, Director of Marketing

“Meh” to “Marvelous”: How to Market on Facebook Ads in the Era of Killer Competition (250ok Stage 2)
 • Susan Wenograd, Aimclear®

Five Reports Every Marketer Needs to Master in Google Analytics (Constant Contact Stage 3)
 • Colleen Harris, CDK Global

It’s Time to Think Differently About Mobile (Lumavate Stage 4)
Presented by Lumavate
 • Stephanie Cox, VP of Marketing

4:50pm – 5:20pm
What Brands Need to Know About Amazon Alexa and Building for Voice (BlueSnap Stage 1)
 • Noelle LaCharite, Microsoft

2

Customer First! How to Build an Amazing Customer-Centric Approach to Content Marketing (250ok Stage 2)
 • Amanda Nelson, Salesforce

Your Users Will Reward You For Using Accelerated Mobile Pages (AMP) (Constant Contact Stage 3)
 • Elena Legeros, Google

Creating a Podcast Content Strategy for Your Brand (Lumavate Stage 4)
 • Kent Lewis, Anvil Media

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

DAY 2

8:00am – 8:30am
Morning Coffee Networking hosted by Sprout Social (Sponsor Area)

8:30am – 9:00am
Building and Growing an Employee Advocacy Program (BlueSnap Stage 1)
 • Casey Hall, Lumberjack Social

Filling the Funnel: How to Build a Modern Content Marketing Strategy (250ok Stage 2)
 • Kate Richling, MediaMonks

Digital Advertising and Data: Fulfilling the Mad Men Creative Promise (Constant Contact Stage 3)
 • Michelle Stinson Ross, Apogee Results

9:15am – 9:45am
Get New and Repeat Business on Autopilot with Email Marketing (BlueSnap Stage 1)
Presented by Constant Contact
 • Dave Charest, Director, Content Marketing

How Brands Can Harness the Power of Instagram Stories (250ok Stage 2)
 • Quinn Tempest, Digital Strategy & Design Consultant

3

i Navigate the event with an up-to-date agenda plus the ability to rate sessions
digitalsummit.com/seattle

Designing Connected Content (Constant Contact Stage 3)
 • Mike Atherton, Facebook

Give Your Brand A Voice: The Future of AI & Voice Assistants (Lumavate Stage 4)
 • Nick Myers, RedFox Creative

10:00am – 10:30am
Should You Fire Your Chief Marketing Officer? (BlueSnap Stage 1)
 • John Triplett, Vertical Measures

Ignore at Your Peril: 9 Trends That Will Shape Marketing in 2019 (250ok Stage 2)
Presented by IBM
 • Loren McDonald, Marketing Evangelist

Improving Person-Based Omnichannel Analytics and Targeting (Constant Contact Stage 3)
 • Chip Reno, T-Mobile

When Madmen Meet Wall Street: Content Marketing for Publicly-Traded Companies (Lumavate Stage 4)
 • Jon Malach, NativeAds.com

10:30am – 11:00am
Networking Break

11:00am – 11:30am
Why Your Brand Works in the “Real World” But Fails When Online (BlueSnap Stage 1)
 • Juntae DeLane, USC

Bloody Hell! And Other Marketing Truths My British Mum Taught Me (250ok Stage 2)
 • Michael Barber, Godfrey

Build a Loyal Base of Listeners: B2B Podcasting (Constant Contact Stage 3)
 • Sean Campbell, Cascade Insights LLC

Proving the Value of Marketing to Management (Lumavate Stage 4)
 • Janett Haas, Forbes

4

AGENDA DAY 1 & 2

11:45am – 12:15pm
Get More Out of Every Email You Send (BlueSnap Stage 1)
Presented by ActiveCampaign
 • Zachary Hanz, Product Marketing Manager

Conversational Strategies to Reach Today’s Consumer (250ok Stage 2)
 • Grad Conn, Sprinklr

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

Brand Tone: Crafting The Journey (Lumavate Stage 4)
 • Barry Johnson, City Arts Magazine

12:15pm – 12:45pm
Lunch Pickup & Break

12:45pm – 1:40pm
Lunch Keynote
Elevate Your Content Strategy: How to Scale and Produce Effective Consumer Conversations (Stages 1-3)



• Beverly Jackson
 MGM Resorts International

2:00pm – 2:30pm
4 Steps to Use AI to Positively Disrupt Your Business (BlueSnap Stage 1)
 • Eric Nelson, Logic20/20

What Marketers Can Learn About Social Media from DJ Khaled and Drake (250ok Stage 2)
 • Carlos Gil, Gil Media Co.

Advanced SEO Techniques: From Logs to Language (Constant Contact Stage 3)
 • Ian Lurie, Portent

UX Meets MBA: A Designer Goes to Business School (Lumavate Stage 4)
 • McLean Donnelly, The Makery Group

5

2:40pm – 3:10pm
Hacking the Website Design RFP Process (BlueSnap Stage 1)
 • Jon-Mikel Bailey, Wood Street, Inc.

Rehearse for Real Time: Preparing for the Moments That Make Content Great (250ok Stage 2)
 • Lauren Teague, Convince & Convert

Crisis Communications: How To Do It Right (Constant Contact Stage 3)
 • Tatiana Kuzmowycz, ClassPass

3:20pm – 3:50pm
Surviving the Business Apocalypse: Transforming into a Courage Brand (BlueSnap Stage 1)
 • Ryan Berman, Courageous

Personalizing Emails and Notifications to Drive Customer Success (250ok Stage 2)
 • Seth Weisfeld, Pinterest

Grow Your Business Through the Flawless 5-step eCommerce Growth Pyramid (Constant Contact Stage 3)
 • Jeeyan Rostam-Abadi, Hawke Media

4:00pm – 4:45pm
Closing Keynote
The Four Horsemen of the Web Marketing Apocalypse (Stages 1-3)



• Rand Fishkin
 SparkToro

4:45pm – 5:45pm
Closing Reception hosted by CrowdHost (Sponsor Area)

6