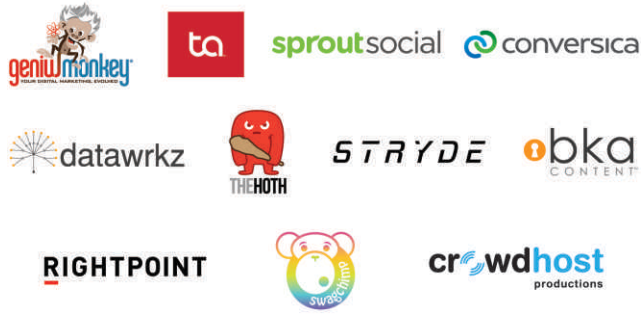


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Official Agenda

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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 - 4:00pm



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.



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
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Venue Info

Main Level

- o Datawrkz Stage 1
- o Sponsor Area

Downstairs

- o Genius Monkey Stage 2
- o Sprout Social Stage 3

UPCOMING 2018 DIGITAL SUMMIT SERIES

Kansas City, MO
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September 26-27

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July 31 - August 1

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November 14-15

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August 15-16

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TUESDAY, MAY 1

8:30am - 12:30pm
AM Workshops

How to Create, Optimize and Amplify Content That Converts (Datawrkz Stage 1)
 • Blake Pappas & Noelle Schuck, Vertical Measures

Actionable Analytics: Data-driven, Decision Making to Attain Your Business Objectives (Genius Monkey Stage 2)
 • Thom Craver, CBS Interactive

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

12:30pm
Main Conference Registration Opens

1:15pm – 2:15pm
**Opening Keynote
 Data is the New Black** (Datawrkz Stage 1)

• Carol Carpenter
 Google Cloud



2:30pm – 3:00pm
Unraveling the Mystery of the Facebook Algorithm (Datawrkz Stage 1)
 • Alex Baker-Whitcomb, WIRED Magazine

Three Necessary Brand Messaging Steps to Dramatically Increase Results Across All Platforms (Genius Monkey Stage 2)
 • Steve Napolitan, Author & Consultant

Timing Your Data to Work for You Not Against You (Sprout Social Stage 3)
 • James Gilbert, nThrive

3:15pm – 3:45pm
The Feng Shui of Modern Email (Datawrkz Stage 1)
 • Jen Capstraw, Iterable

Hack Facebook's New Algorithm Changes (Genius Monkey Stage 2)
 • Carlos Gil, Gil Media Co

Your Website's Performance Matters to Google AND Your Clients! (Sprout Social Stage 3)
 • Jon-Mikel Bailey, Wood Street

4:00pm – 4:30pm
Thought Leadership Disrupted: New Rules for the Content Age (Datawrkz Stage 1)
 • Chris Shedd, The Economist

The Forgotten Phase of the Marketing Funnel: Driving Consideration in The Digital Age (Genius Monkey Stage 2)
 • Nick Stagge, ExpertVoice

Digital Experience: the Emotion of Art Meets Technology (Sprout Social Stage 3)
Presented by ThomasARTS
 • Jake Christensen, Dir. Marketing Automation, Jason Sargent, Dir. Strategic Planning

4:45pm – 5:15pm
It's a Pay to Play World: Finding Real Value in Social Media (Datawrkz Stage 1)
 • Tina Shakour, Cisco

Creating Video for the Mobile-Focused Future (Genius Monkey Stage 2)
 • Elizabeth Giorgi, Mighteor

Utilizing SMS (Messaging) to Improve Long Term Engagement (Sprout Social Stage 3)
 • Freddie Bologno, Do Something

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

DAY 2

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

8:30am – 9:00am
Agile SEO: Transformative Strategies for Stellar Results (Datawrkz Stage 1)
 • Matthew Capala, Alphametic

Understanding Your Consumer: Developing Personalized Content to Enhance the Customer Experience (Genius Monkey Stage 2)
 • Jennifer Stamper, Extra Space Storage

AGENDA DAY 1

WEDNESDAY, MAY 2

12:30pm – 1:30pm
**Lunch Keynote
 Corporate Social Responsibility: Socializing Good News** (Datawrkz Stage 1)

• Beverly Jackson,
 MGM Resorts International



1:45pm – 2:15pm
How to Rock SEO in a Machine Learning World (Datawrkz Stage 1)
 • Kevin Indig, Atlassian

Using Customer Intent Data to Elevate the B2B Customer Journey (Genius Monkey Stage 2)
 • Tim Kennedy, MRM/McCann

How to Map Your Digital Footprint (Sprout Social Stage 3)
 • Juntae DeLane, University of Southern California

2:30pm – 3:00pm
The Art and Strategy Behind An Effective Instagram Account (Datawrkz Stage 1)
 • Quinn Tempest, Digital Strategy & Design Consultant

Reimagining the Technology Foundation for Marketing (Genius Monkey Stage 2)
 • Joe Stanhope, Forrester

Marketing Through Emotion and Sentiment (Sprout Social Stage 3)
 • Robert G. Alberino, Jr., San Francisco 49ers

3:15pm – 4:05pm
**Closing Keynote
 The Big, Bold, Brave New World of Content & Storytelling** (Datawrkz Stage 1)

• Ann Handley
 MarketingProfs



4:05pm – 5:05pm
Closing Cocktail Reception (Sponsor Area)

9:15am – 9:45am
Micro-Storytelling: Effective "Stories" Strategies and Design (Datawrkz Stage 1)
 • Shaun Ayala, Best Buy

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

10:00am – 10:30am
SEO and Content Unite (Datawrkz Stage 1)
 • Garth O'Brien, GoDaddy

The Digital Marketers Toolkit (Genius Monkey Stage 2)
 • Thom Craver, CBS Interactive

Inbound Marketing in 30 Days: Starting from Zero (Sprout Social Stage 3)
 • Evan DiLeo, HubSpot

10:30am – 11:00am
Networking Break

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

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

Ready for Takeoff: Mission, Modes, and Metrics of Content Migration (Sprout Social Stage 3)
 • Ally Hwang, IBM

11:45am – 12:15pm
Combine Paid & SEO Strategies to Increase Your Bottom Line (Datawrkz Stage 1)
 • Blake Pappas, Vertical Measures

Influencers: Cultivating a Powerful Network for Linkbuilding & Social Media Evangelism (Genius Monkey Stage 2)
 • Michelle Stinson Ross, Apogee

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

AGENDA DAY 2