

AGENDA

DAY 1 WEDNESDAY, MAY 06

11:00AM - 11:40AM EDT



KEYNOTE

Kickoff and Opening Keynote, This is Marketing: A Live Q&A with Seth Godin on How We Move Forward
Seth Godin, Best Selling Author

11:45AM - 12:25PM EDT

Building Trust in the Future: Human-Centric Marketing Strategies
Cliff Seal, Salesforce

Establishing a Data-Driven and Brand-Safe Social Content Strategy
Ericka Kurtz, MGM Resorts International

12:30PM - 1:10PM EDT

Future Disrupted: Emerging User Experience Trends of 2020
Lynne Adams, Johnson & Johnson

Evaluating SEO in Today's Climate: Identify & Repair the Most Common Technical Issues
Fernando Angulo, SEMrush

Presented by



1:15PM - 1:55PM EDT

Marketing Analytics: How to Find the Answers You Need Now
Matt Hertig, Alight Analytics

Paid Social Commerce: Turning Buzz into Biz
Michelle Stinson Ross, Michelle Stinson Ross Consulting

Presented by



2:00PM - 2:40PM EDT

All-Weather Marketing: Principles for B2B Marketing Growth
Ty Heath, LinkedIn

Winning Hearts and Minds: Using Customer Feedback to Create Marketing that Customers Love
Nate Wright, UserTesting

Presented by



2:45PM - 3:25PM EDT

Postmodern Shoppers, Post-Coronavirus: Consumer Behavior in The New Normal
Michael R. Solomon Ph.D, St. Joseph's University

How Marketers Can Harness Voice In Our New Media World
Gabe Tartaglia, Pandora

3:30PM - 4:10PM EDT

The New Customer Journey: The Data, Insight & Direction You Need to Adapt
Samantha Kermode, Investis Digital

The Bridge to Genuine Customer Relationships Today: Demonstrating Empathy and Strong Ethics
Deirdre Breakenridge, Pure Performance Communications

Presented by



4:15PM - 5:00PM EDT

4 Ways to Get Better Metrics for Your Evolving Social Content (with Tool Recommendations!)
Carmen Collins, Cisco

From In-Person to Digital: Tips for Shifting Your Event Strategy
Caroline Hull & Shannon Taschereau, Adobe Experience Cloud

Presented by



AGENDA

DAY 2 THURSDAY, MAY 07

11:00AM - 11:40AM EDT

[Proving Brand Value in Uncertain Times: Look Beyond A/B Testing](#)
Gordon Bell, Comcast

[The Rise of Online Community: Entering The Era Of We](#)
Will Cady, Reddit

11:45AM - 12:25PM EDT

[Survive and Thrive: Top Digital Strategies for the New Normal](#)
Steven Bennett, Mapp Digital

[How to Build a World Class Influencer Marketing Program](#)
Ursula Ringham, SAP, Inc.

Presented by


12:30PM - 1:10PM EDT

[Tips for Mastering Your Value Prop in a Changing Economy](#)
Robynne Trifiletti, Mighty Citizen

[Building Sustainable Digital Experiences for Changed Audiences: Architecting Information](#)
Upasna Gautam, CNN

1:15PM - 1:55PM EDT

[Reaching, Engaging and Monetizing Users on Mobile](#)
Paolo Fornasini, Google

[5 Things Social Media Managers Must Do Now in the Age of Coronavirus](#)
Lauren Teague, Convince & Convert

2:00PM - 2:40PM EDT

[Getting More Out of Every Message You Send with Automation](#)
Zachary Hanz, ActiveCampaign

[Connect Emotionally with Customers: Using Creative + Media to Create Breakthrough Results](#)
Jim DeLash, GlaxoSmithKline

Presented by
[ActiveCampaign >](#)

2:45PM - 3:25PM EDT

[Using Video Effectively and Securely in Today's Remote Environment](#)
Gary J. Sorrentino, Zoom

[Rebalancing Your Email Strategy in a New Marketing Landscape](#)
Natalie Jackson, emfluence

Presented by


3:30PM - 4:10PM EDT

[Communicating in Times of Uncertainty](#)
Paul A. Argenti, The Tuck School of Business At Dartmouth

[Strategies for Building Strong Social Media Communities During Difficult Times](#)
Carlos Gil, Gil Media Co.

4:15PM - 5:00PM EDT



KEYNOTE

[Connecting with Consumers in this Moment: What Does Your Brand Sound Like](#)
Dave Isbitski, Chief Evangelist, Amazon