

DIGITAL SUMMIT CHARLOTTE 2019 SPONSORS

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ADDITIONAL 2019 GLOBAL PARTNERS

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TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **Complimentary WiFi**
No password required



Official Agenda

Visit digitalsummit.com/clt 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:

- **Starbucks:** Wed: 7.00am - 5.00pm
Thu: 7.00am - 2.00pm
- **Bojangles Chicken:** Wed: 7.30am - 4:00pm | Thu: 7.30am - 2.30pm
- **Einstein Bagels:** Wed: 7.30am - 2.30pm
Thu: 7.30am - 1.30pm
- **Buon Cibo:** Wed: 11.00am - 2.30pm
Thu: 11.00am - 2:00pm



The ActiveCampaign 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



The Genius Monkey VIP Lounge

The VIP Lounge - located in Room 211B - is available to VIP badge holders, Sponsors and Speakers for refreshments, light snacks and a place to work & network.

- Day 1: 2.30pm - 5.00pm
- Day 2: 8.30am - 4.00pm



Contact Info

- For onsite assistance, please stop by the Registration / Event Desk
- For after-hours assistance please email Help@digitalsummit.com
- For sponsorship information please email ROI@digitalsummit.com

THE DIGITAL SUMMIT SERIES

- | | |
|-----------------|--------------------|
| Atlanta, GA | Minneapolis, MN |
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OCTOBER 2 - 3, 2019

CHARLOTTE CONVENTION CENTER
CHARLOTTE, NC



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WEDNESDAY, OCTOBER 2

8:30am - 12:30pm

AM Workshops

Move Prospects Through the Customer Journey With a Solid Content and Digital Marketing Strategy (Alight Analytics Stage 1)

- Samantha Kermodé, Investis Digital

Advanced SEO Tactics for 2019 (Accelo Stage 2)

- Janet Driscoll-Miller, MarketingMojo

Refresh Your Social Media Strategy with a Competitive Audit (Yield Group Stage 3)

- Lauren Teague, Convince & Convert

1:15pm – 2:15pm

Opening Keynote

Elevate Your Content Strategy: How to Scale and Produce Effective Consumer Conversations (Alight Analytics Stage 1)



- Beverly Jackson
MGM Resorts International

2:30pm – 3:00pm

Why Marketing Analytics Fails (and How to Do It Right) (Alight Analytics Stage 1)

Presented by **Alight Analytics**

- Matt Hertig, CEO

The Power of Purpose (Accelo Stage 2)

- Mike Dupree, Twitter

The Changing Face of Ethical Design: Why Responsible Intent Matters More Than Ever (Yield Group Stage 3)

- Andy Vitale, SunTrust Bank

3:15pm – 3:45pm

The Content Marketing Blueprint for Professional Services Companies (Alight Analytics Stage 1)

- Andrew Stief, PGIM Real Estate Finance

B2B Account Based Marketing: Align Your Digital Marketing for Sales Success (Accelo Stage 2)

- Bob Tripathi, Digital Sparx Marketing

Build Awareness, Credibility & Authority as a Podcast Guest (Yield Group Stage 3)

- Mark Deal, Podcast Guest Academy

4:00pm – 4:30pm

Getting the Green Light: How to Build Content That People Say YES To (Alight Analytics Stage 1)

- Tamsen Webster, The Red Thread, TEDx

Get More Out of Every Email You Send (Accelo Stage 2)

Presented by **ActiveCampaign**

- Ryan Crowley, Sales Manager

Search Engine Experience is the New SEO (Yield Group Stage 3)

- Sean Phaler, Ingersoll Rand

4:45pm – 5:15pm

Transform Your Video Marketing To Be More Actionable (Alight Analytics Stage 1)

- Saina Shelton, YouTube

Facebook Ads Mad Science: 7 Crazy Growth Hacks for Facebook Ads (Accelo Stage 2)

- Larry Kim, MobileMonkey

Marketing is Eating Sales: How to Thrive in This New Data-Driven World (Yield Group Stage 3)

Presented by **Yield Group**

- Gary Schwake, Managing Partner

5:15pm – 6:30pm

Opening Reception hosted by **ActiveCampaign** (Sponsor Area)

DAY 2

8:00am – 8:30am

Morning Coffee Networking hosted by **Jahia** (Sponsor Area)

8:30am – 9:00am

Increasing Sales with YouTube: Why Your Channel Isn't Working (Alight Analytics Stage 1)

- Jordan Steen, Cereal Entrepreneur Academy

How Disruptions in TV and Video Are Changing Marketing (Accelo Stage 2)

- Kenneth Kinney, Ai Media Group

9:15am – 9:45am

Six Data-Validated Tactics to Increase Marketers Qualified Lead Volume (Alight Analytics Stage 1)

- Garrett Mehrguth, Directive Consulting

B2B Marketers: Tell a Brand Story Your Audience Actually Wants to Hear (Accelo Stage 2)

- Jessica Antle, AvidXchange

AGENDA DAY 1

THURSDAY, OCTOBER 3

1:45pm – 2:15pm

How to Become a Thought-Leader on LinkedIn (Alight Analytics Stage 1)

- Ty Heath, LinkedIn

Amplifying Thought Leadership Through Content Curation (Accelo Stage 2)

- Joseph S. Grano, Next-Mark, LLC

The Evolution of Digital Media: Complimentary Integration & Niche Conversation (Yield Group Stage 3)

- Dev T Smith, Black Enterprise Magazine

2:25pm – 2:55pm

The Fallacy of Digital Transformation (Alight Analytics Stage 1)

- Bermon Painter, Ernst & Young

Reaching 1.2 Billion People (Accelo Stage 2)

- Jack Morgan, Duolingo

How to Create a Binge-Worthy Brand: Using AI Like Netflix, Amazon & Starbucks (Yield Group Stage 3)

- Sterling McKinley, Get Found

3:05pm – 3:35pm

A/B Testing & Optimization: How to Take Your Digital Web Efforts From Good to Great (Alight Analytics Stage 1)

- Scott Calderwood, SAS

Leveraging Publicly Available Information to Better Your Brand (Accelo Stage 2)

- Clem McDavid, Babel Street

A Strategic Marketing Plan to Future-Proof Your Company (Yield Group Stage 3)

Presented by **Greenstone Media**

- Chase Highley, CEO

3:45pm – 4:15pm

Is Your Content Any Good? Ask Google. (Alight Analytics Stage 1)

- Scott Spjut, Fifth Third Bank

Building and Growing an Employee Advocacy Program (Accelo Stage 2)

- Casey Hall, Lumberjack Social

4:15pm – 5:30pm

Closing Reception hosted by **Pantheon** (Sponsor Area)

Creating a Podcast Content Strategy for Your Brand (Yield Group Stage 3)

- Kent Lewis, Anvil Media

10:00am – 10:30am

Pro Tips for Measuring User Behavior (Alight Analytics Stage 1)

- Thom Craver, CBS

Three Keys to Mastering B2B Email Like a Jazz Musician (Accelo Stage 2)

- Cliff Seal, Salesforce

How to Embrace the Convergence of TV and Digital Video (Yield Group Stage 3)

Presented by **Spectrum Reach**

- Morgan Jessup, Dir Digital & Advanced Advertising Sales

10:30am – 11:00am

Networking Break

11:00am – 11:30am

Rehearse for Real Time: Preparing for the Moments That Make Content Great (Alight Analytics Stage 1)

- Lauren Teague, Convince & Convert

Programmatic Evolved: Advanced Targeting + Superior Tracking = Your Advantage (Accelo Stage 2)

Presented by **Genius Monkey**

- Brian Lahey, Client Solutions Manager

Website Migration: What to Do Pre, During and Post (Yield Group Stage 3)

- Samantha Kermodé, Investis Digital

11:45am – 12:15pm

What Marketers Can Learn About Social Media from DJ Khaled and Drake (Alight Analytics Stage 1)

- Carlos Gil, Gil Media Co.

Extend Your Reach through Content & Influence Marketing (Accelo Stage 2)

- Juanika Cuthbertson, Ladypreneur Academy

Build a Culture of Experimentation (From Big Retail to Analytics Software) (Yield Group Stage 3)

- Madi Palermo, Tresata

12:15pm – 12:45pm

Lunch Pickup & Break

12:45pm – 1:30pm

Lunch Keynote
Brave, Not Perfect: A Conversation with Reshma Saujani (Alight Analytics Stage 1)

- Reshma Saujani
Founder, Girls Who Code



AGENDA DAY 2