

DIGITAL SUMMIT CHICAGO 2018 SPONSORS



DIGITAL SUMMIT CHICAGO 2018 PARTNERS



ADDITIONAL 2018 GLOBAL PARTNERS



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VENUE AND CONFERENCE INFO



Official Agenda

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



Accelo VIP Lounge

The VIP Lounge - located in S403b - 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 - 5.30pm



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 within 10 days of the event. Conference pass holders can also still upgrade to receive - look for email details or drop us a note at registration@digitalsummit.com



Missed lunch or need a snack?

We've arranged to have Starbucks open during our event. It is located in the South Hall on Level 2.5 and will be open the following hours:

- Wednesday: 9.00am - 3.00pm
- Thursday: 8.00am - 2.00pm

There are additional outlets available: Located on Level 2 (McCormick Center)

- McDonalds: 7.00am - 3.00pm
- Connies Pizza: 10.00am - 3.00pm

Several options at the attached Hyatt Hotel

VENUE AND CONFERENCE INFO



Punchkick Interactive Charging Station

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



Contact Info

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



Venue Info

Level 4

- Registration
- Sponsor Area
- Alight Analytics Stage 1
- Adestra Stage 2
- Mautic Stage 3
- VIP Lounge

Level 5

- Dyspatch Stage 4
- Search Laboratory Stage 5

UPCOMING DIGITAL SUMMIT SERIES

2018

Charlotte, NC
October 3-4

Raleigh, NC
November 14-15

Dallas, TX
December 4-5

2019

Phoenix, AZ
February 11-12

Seattle, WA
February 26-27

Salt Lake City, UT
March 5-6

Los Angeles, CA
April 10-11

Kansas City, MO
May 15-16

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SEPTEMBER 26 - 27
MCCORMICK PLACE CONVENTION CENTER
CHICAGO, IL



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CHICAGO

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WEDNESDAY, SEPTEMBER 26

8:30am - 12:30pm
AM Workshops
Conquering the Customer Journey with Content Marketing (Alight Analytics Stage 1)
• Noelle Schuck, Vertical Measures

SEO of Today: What Really Moves the Needle (Adestra Stage 2)
• Hannah McNaughton, Metric Marketing

Forget Everything You Know About Email Marketing (Mautic Stage 3)
• Jen Capstraw, Iterable

12:30pm
Main Conference Registration Opens

1:15pm - 2:15pm
Opening Keynote
The Power of Purpose (Alight Analytics Stage 1)



• Stacy Minero
Twitter

2:30pm - 3:00pm
Marketing Analytics: Get the Insights You Need Faster (Alight Analytics Stage 1)
Presented by Alight Analytics
• Matt Hertig, CEO

AR + AI: Co-Creating the Most Personalized Consumer Experience (Adestra Stage 2)
• Ashley Crowder, VNTANA

The Age of Invisibility (Mautic Stage 3)
• Mike King, iPullRank

Cross-Selling In-House: How Airbnb Uses Applied Marketing Principles to Drive Growth (Dyspatch Stage 4)
• Bola Akinsanya, Airbnb

Why Your Brand Isn't Reaching Millennials (And How to Change That) (Search Laboratory Stage 5)
• Ashley Williams, RIZZARR



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3:15pm – 3:45pm
The Digital Marketers Toolkit
 (Alight Analytics Stage 1)
 • Thom Craver, CBS Interactive

Global SEO: Five International Marketing Fails
 (Adestra Stage 2)
 Presented by **Search Laboratory**
 • Nicola Winters, Head of Digital Marketing

Send Great Email: How to Truly Communicate, Captivate and Connect with Every Subscriber
 (Mautic Stage 3)
 Presented by **Email on Acid**
 • John Thies, CEO

Engaging your Audience and Keeping Their Attention with Gamification (Dyspatch Stage 4)
 • Mitch Canter, Vanderbilt University

Digital to Physical: Connecting The Dots In An Omni-Channel World
 (Search Laboratory Stage 5)
 • Nicola Smith, Rebel and Reason

4:00pm – 4:30pm
Using Storytelling to Magnify Content Strategy
 (Alight Analytics Stage 1)
 • Megan Jones, The Moth

WAKE UP Your Digital Marketing
 (Adestra Stage 2)
 • Tiffany Starnes, Starnes Solutions

Three Ways to Dramatically Improve Your Email Results (Mautic Stage 3)
 Presented by **Campaign Monitor**
 • Lane Harbin, Sr. Content Marketing Manager

Everyday Behavioral Science For Better Conversion Optimization (Dyspatch Stage 4)
 • Brian Massey, Conversion Sciences

Man Plus Machine: Human Connection in the Digital Age (Search Laboratory Stage 5)
 • Siddharth Taparia, SAP

4:45pm – 5:30pm
Transform Marketing into an Always-On Growth Engine
 (Alight Analytics Stage 1)



• Mayur Gupta
 Spotify

5:30pm – 6:30pm
Opening Reception hosted by IBM
 (Sponsor Area)

DAY 2

8:00am – 8:30am
Morning Coffee Networking (Sponsor Area)

8:30am – 9:00am
How To Thrive in the Post-Digital Age - Tips and Case Studies for How to Succeed
 (Alight Analytics Stage 1)
 • Eric Yale, Forrester

Brands Taking Stands: Engaging the Consumers Who Share Your Values (Adestra Stage 2)
 Presented by **APCO Worldwide**
 • Dale Vieregge, Sr Director of Digital Strategy

“Big & Boring” B2B Marketing Doesn’t Have to be That Way! (Mautic Stage 3)
 • Justin Andrews, Animus Studios

How to Millennial-Proof Your Customer Journey Strategy (Dyspatch Stage 4)
 • Michel Feaster, Usermind

9:15am – 9:45am
The Art and Strategy Behind An Effective Instagram Account (Alight Analytics Stage 1)
 • Quinn Tempest, Digital Strategist

Attribution Modeling and the Holy Grail of Marketing Analytics (Adestra Stage 2)
 • Aaron Strout, W2O Group

Disruptors in Digital and Mobile-First Marketing
 (Mautic Stage 3)
 • Caitlin Halpert, 3Q

Content as a Force of Transformation and Alignment in Your Organization (Dyspatch Stage 4)
 • Carlos Abler, 3M

Lean Team Mentality: Scalable Solutions for Teams of Any Size (Search Laboratory Stage 5)
 Presented by **Marketo**
 • Katrina M Niemisto, Sr Content Strategy Specialist

10:00am – 10:30am
Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Alight Analytics Stage 1)
 • Michael Barber, Godfrey

Welcome to the Jungle: The Rise of Amazon Advertising (Adestra Stage 2)
 Presented by **Marin Software**
 • Brian Finnerty, Sr Director Of Marketing

Influencers: Cultivating a Powerful Network for Linkbuilding & Social Media Evangelism
 (Mautic Stage 3)
 • Michelle Stinson Ross, Apogee Results

Learn How to Create Videos that Educate, Entertain & Inspire (Dyspatch Stage 4)
 • Brandon Arolo, PBS Digital Studios

Get More out of Every Email You Send
 (Search Laboratory Stage 5)
 Presented by **ActiveCampaign**
 • Zachary Hanz, Product Marketing Manager

10:30am – 11:00am
Networking Break

11:00am – 11:30am
10 Critical Factors for Success in Content Marketing (Alight Analytics Stage 1)
 • Noelle Schuck, Vertical Measures

Why 80% of Marketers are Failing with Display, and How to Fix it Fast! (Adestra Stage 2)
 Presented by **Genius Monkey**
 • Jeremy Hudgens, CRO, Director of Client Solutions

Using Social Listening To Find The Next Big Thing (Mautic Stage 3)
 Presented by **MailChimp**
 • Jay Maldonado, Sr Marketing Manager

How to Boost Marketing Effectiveness by Thinking Like a Product Company
 (Dyspatch Stage 4)
 Presented by **Punchkick Interactive**
 • Connor Mason, Principal

Data from the Heart: Creating Marketing Content That Matters (Search Laboratory Stage 5)
 • Jill Frank, Epsilon Agency

11:45am – 12:15pm
5,000+ Martech Tools: What's a Marketer to Do?
 (Alight Analytics Stage 1)
 • Scott Brinker, HubSpot

How AI Will Let Us Be Marketers Again
 (Adestra Stage 2)
 Presented by **IBM**
 • Michael Trapani, Product Marketing Leader

Make Your Brand Human: Developing Your Voice for Digital (Mautic Stage 3)
 • Eric Thomas, Saga MKTG

How to Optimize Influencer Marketing Today and What to Expect in the Future (Dyspatch Stage 4)
 • Shirley Yang, Muses App

Less Sell, More Soul: Digital Engagement, Transformed
 (Search Laboratory Stage 5)
 • Heidi Singleton, New Honor Society

12:15pm – 12:45pm
Lunch Pickup & Break, box lunches sponsored by **Dyspatch**

12:45pm – 1:45pm
Lunch Keynote
Fireside Chat (Alight Analytics Stage 1)



• Lauren Wirtzer Seawood
 Instagram

Moderated by *Michael Barber, Godfrey*

2:00pm – 2:30pm
Make Your Messages Count: Using Consumer Insights for Compelling Content (Alight Analytics Stage 1)
 • Brad Perry, authentic

Creative Storytelling for Brands: How to be #WhatsHappening (Adestra Stage 2)
 • Kyle Jones, Twitter

Social Commerce Strategies That Drive Sales
 (Mautic Stage 3)
 • Obele Brown-West, Weber Shandwick

Bridging Silos Between SEO, UX, and Content for Big Marketing Wins (Dyspatch Stage 4)
 • Rebekah Baggs, ONWARD

It's Time to Think Differently About Mobile
 (Search Laboratory Stage 5)
 Presented by **Lumavate**
 • Stephanie Cox, VP of Marketing

2:45pm – 3:15pm
Harnessing the Power of Amazon: Customer Acquisition, Lead Generation, and Proof of Concept Sales
 (Alight Analytics Stage 1)
 • Robyn Johnson, Best from the Nest

Automating Workflows to Scale with Ease (Adestra Stage 2)
 Presented by **Acceleo**
 • Juan Parra, Head of Marketing

Five Steps to a Data Driven Email Marketing Strategy
 (Mautic Stage 3)
 Presented by **Adestra**
 • John Brandt, Regional Director
Understanding App User Value (Dyspatch Stage 4)
 • David Lee, Google

More Than Acquisition: Why Marketers Need to Own The Entire Customer Journey (Search Laboratory Stage 5)
 • Sean Johnson, Digital Intent

3:30pm – 4:00pm
The Future Of B2B Marketing: Trends For The Contrarian Marketer (Alight Analytics Stage 1)
 • Peter Weinberg, LinkedIn

Competing in an Evolving E-Commerce Era
 (Adestra Stage 2)
 • Brendan Walsh, Mole Street

Five Examples That Prove Personalized Marketing Doesn't Start with "Hello [First Name]" (Mautic Stage 3)
 Presented by **Mautic**
 • Katie Staveley, VP of Marketing

Meme-ology 101: The New Language of Digital Culture
 (Dyspatch Stage 4)
 • Joe Federer, Reddit

Engaging LGBTQ+ Consumers Year Round
 (Search Laboratory Stage 5)
 • Zach Stafford, Grindr

4:15pm – 4:45pm
Building Teamwork to Achieve Innovative Results
 (Alight Analytics Stage 1)
 • Mitch Lowe, Co-Founder, Netflix

The New Era of V-Commerce: How Marketers Can Leverage the Voice Assistant Revolution (Adestra Stage 2)
 • Meg Goldthwaite, NPR

Beat Your Competition by Performing SEO Research
 (Mautic Stage 3)
 • Katie Cunningham, Adept Marketing

The Evolving Ecosystem of Marketing Data and Analytics
 (Dyspatch Stage 4)
 • Frank Mulhern, Northwestern University

4:45pm – 5:45pm
Closing Reception hosted by **Campaign Monitor**
 (Sponsor Area)