

DIGITAL SUMMIT DALLAS 2018 SPONSORS



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ADDITIONAL 2018 GLOBAL PARTNERS



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TechMedia

VENUE AND CONFERENCE INFO



Official Agenda

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



DEG Digital VIP Lounge

The VIP Lounge - located on level 3 - 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 - 5.15pm
- Day 2: 8.30am - 5.00pm



Spectrum Reach Attendee Lounge

This year we're happy to announce our Attendee Lounge, sponsored by Spectrum Reach. Located on Level 3, this is an easy spot to grab a seat at a table to network with your peers, or just get that one work thing done that just can't wait!



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



Datawrkz Charging Station

Need to power up? Drop your device off at the Power Charging Station located in the sponsor area on level 3.

VENUE AND CONFERENCE INFO



Missed lunch or need a snack?

The Attendee Café located on Level 2 is available daily 8:00am - 3:00pm. There are also a number of lunch restaurants within a 5 minute walk of the venue - check with the registration desk for a list of options.



Contact Info

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



Venue Info

- Level 4**
 - Stages 1, 2 & 3
 - Sponsor Area
- Level 3**
 - Stages 4 & 5
 - Charging Station
 - Swag Pick-up
 - Attendee Lounge
 - VIP Lounge
 - Sponsor Area
- Level 2**
 - Attendee Café
- Level 1**
 - Registration
 - Coat/Luggage Check



UPCOMING 2019 DIGITAL SUMMIT SERIES

Phoenix, AZ
February 11-12

Los Angeles, CA
April 10-11

Seattle, WA
February 26-27

New York City, NY
May 1-2

Salt Lake City, UT
March 5-6

Kansas City, MO
May 15-16

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DECEMBER 4 - 5

IRVING CONVENTION CENTER
DALLAS, TX

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DALLAS

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TUESDAY, DECEMBER 4

8:30am - 12:30pm

AM Workshops
Writing Content for the Customer (Search Laboratory Stage 1)
• Ahava Leibtag, Aha Media

SEO of Today: What Really Moves the Needle (SEMrush Stage 2)
• Mindy Weinstein, MarketMindshift

How to Build a Marketing Plan that Maps to Your Sales Pipeline (Smartling Stage 3)
• Stephanie Ristow, Charter School Capital

45 Tactics to Take Your Email from Zero to Hero (Spectrum Reach Stage 4)
• Michael Barber, Godfrey

12:30pm
Main Conference Registration Opens

1:15pm - 2:15pm
Opening Keynote
How to Find and Tell the Story of Your Ideas (Stages 1-3)



• Tamsen Webster
The Red Thread

2:30pm - 3:00pm
Don't Wait to Optimize Your Marketing for Integrated Voice-Activated Technology (Search Laboratory Stage 1)
• Johanna Weber, NPR

How to Leverage Influencer Marketing to Grow Your Bottom Line (SEMrush Stage 2)
• Alexis Caldwell, rewardStyle

Data That Drives Email Marketing Relevance... and Revenue (Smartling Stage 3)
• Jessica Best, Barkley

The Digital Marketers Toolkit (Spectrum Reach Stage 4)
• Thom Craver, CBS Interactive

Global SEO: Five International Marketing Fails (Adestra Stage 5)
Presented by **Search Laboratory**
• Nicola Winters, Head of Digital Marketing

3:15pm – 3:45pm
Navigating the Global Social Media Landscape
 (Search Laboratory Stage 1)
 • Jayar Donlan, WWE

Tips, Tools, and Tactics For More Successful Content (SEMrush Stage 2)
 • Paxton Gray, 97th Floor

What's Technically Wrong With Your Website? (Smartling Stage 3)
 • Mindy Weinstein, Market MindShift

The 7 and 3/4 Things You Don't Ever Want to Do in Email (Spectrum Reach Stage 4)
 Presented by **Adestra**
 • Skip O'Neill, Adestra & Chris Donald, Inbox Group

Paid Search Trends That Impact Your Business in 2018 and Beyond (Adestra Stage 5)
 • Mika Carter, Just Conversion Marketing

4:00pm – 4:30pm
It's Time to Think Differently About Mobile
 (Search Laboratory Stage 1)
 Presented by **Lumavate**
 • Stephanie Cox, VP of Marketing

Leveraging Social Care to Win Brand Loyalists (Even During a Crisis) (SEMrush Stage 2)
 • John Young, Southwest Airlines

How Marketers Can Make Feedback Their Friend (Smartling Stage 3)
 • Joe Hirsch, Semaca Partners LLC

How to Use Structured Data for SEO (Spectrum Reach Stage 4)
 • Manuel Martinez, SEO Consultant

Product, Practice, Purpose: Create Your UX Strategy Framework (Adestra Stage 5)
 • Ben Judy & Lily Bather, 7-Eleven

4:45pm – 5:15pm
Fail-Proof Your Voice Search Strategies
 (Search Laboratory Stage 1)
 • Courtney Cox Wakefield, Children's Health

Everyday Behavioral Science For Better Conversion Optimization (SEMrush Stage 2)
 • Brian Massey, Conversion Sciences

Rehearse for Real Time: Preparing for the Moments That Make Content Great
 (Smartling Stage 3)
 • Lauren Teague, Convince & Convert

A Non-SEOs Guide to the Power of Search Behavior
 (Spectrum Reach Stage 4)
 • Tylor Hermanson, Intouch Solutions

Harnessing the Power of Amazon: Customer Acquisition, Lead Generation, and Proof of Concept Sales (Adestra Stage 5)
 • Robyn Johnson, Best from the Nest

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
Digital Goes Over the Top: Ad Strategies for the Connected OTT Consumer
 (Search Laboratory Stage 1)
 Presented by **Spectrum Reach**
 • Ben Van Horn, Director of Digital Sales

Humanize Your Brand: Core Values As a Marketing Tool (SEMrush Stage 2)
 • Eve Mayer & Levi Sauerbrei, EveMayer.com

The Feng Shui of Modern Email (Smartling Stage 3)
 • Jen Capstraw, Iterable

Paying for SEO: A Method For Increasing Lead Volume By Over 300% (Spectrum Reach Stage 4)
 • Garrett Mehrguth, Directive Consulting

9:15am – 9:45am
Three Ways to Dramatically Improve Your Email Results (Search Laboratory Stage 1)
 Presented by **Campaign Monitor**
 • Caroline Matis, Social Media Manager

From Frustration to Success with Link Building (SEMrush Stage 2)
 • Mike Huber, Vertical Measures

Reuse, Recycle: How to Repurpose Your Content (Smartling Stage 3)
 Presented by **SEMrush**
 • Ashley Ward, Digital Marketing Strategist



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Automating Workflows to Scale with Ease
 (Spectrum Reach Stage 4)
 Presented by **Accele**
 • Peter Escartin, Implementation Manager

Lean, Mean, Marketing Machine: How to Leverage a Lean Team to Hit Your Moonshot Goals (Adestra Stage 5)
 • Marissa Ranalli, DoSomething.org

10:00am – 10:30am
Five Secrets to Creative Content From Your Favorite Songwriters (Search Laboratory Stage 1)
 • Ahava Leibtag, Aha Media

How to Navigate a Socially Cautious Enterprise Environment (SEMrush Stage 2)
 • Carissa Rouse, McKesson

How You Can Save Up To 50% on Your Digital Media Budgets (Smartling Stage 3)
 Presented by **Datawrkz**
 • Senthil Govindan, CEO

The Next Era of Mobile Messaging
 (Spectrum Reach Stage 4)
 • Rob Lawson, Google

The Goonies Guide to Showing up in Local Searches (Adestra Stage 5)
 • Greg Gifford, DealerOn

10:30am – 11:00am
Networking Break

11:00am – 11:30am
Why 80% of Marketers are Failing with Display, and How to Fix it Fast!
 (Search Laboratory Stage 1)
 Presented by **Genius Monkey**
 • Jeremy Hudgens, CRO, Director of Client Solutions

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

Why Storytelling Remains the Future of Successful Marketing (Smartling Stage 3)
 • Andrea Leitch, National Geographic

Ignore at Your Peril: 9 Trends That Will Shape Marketing in 2019 (Spectrum Reach Stage 4)
 Presented by **IBM**
 • Loren McDonald, Marketing Evangelist

AGENDA DAY 1 & 2

AR + AI: Co-Creating the Most Personalized Consumer Experience (Adestra Stage 5)
 • Ashley Crowder, VNTANA

11:45am – 12:15pm
A Method Behind the Madness of Influencer Marketing
 (Search Laboratory Stage 1)
 • Ericka Kurtz, MGM Resorts

Send Great Email: How to Truly Communicate, Captivate and Connect with Every Subscriber (SEMrush Stage 2)
 Presented by **Email on Acid**
 • John Thies, CEO

Automate, Improve and Optimize your Lead Generation (Smartling Stage 3)
 • Dave Meyer, BizzyWeb

Automate or Die: How to Reduce the Complexity of Paid Search (Spectrum Reach Stage 4)
 Presented by **Finch**
 • Michelle Roberts, VP of Key Accounts

Keeping Up With Rapid Digital Evolution in 2019 (Adestra Stage 5)
 Presented by **DEG Digital**
 • Quinn Sheek, Director of Demand Generation

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

12:45pm – 1:45pm
Lunch Keynote
Building a Brand with Outrageous Marketing
 (Stages 1-3)

• Scott Dickers
 Founder, The Onion



2:05pm – 2:35pm
Video Everywhere (Search Laboratory Stage 1)
 Presented by **Adtaxi**
 • Brian Kroll, Regional VP of Sales

The Power of Purpose (SEMrush Stage 2)
 • Bridget Harvey, Twitter

The Purchase Begins on Pinterest: From Inspiration to Action (Smartling Stage 3)
 • Lisa Fong, Pinterest

Tag, You're It! Track Your ROI with Google Tag Manager
 (Spectrum Reach Stage 4)
 • Siobhan Lidon, FSC Interactive

The Forgotten Phase of the Marketing Funnel: Driving Consideration in The Digital Age (Adestra Stage 5)
 • Nick Stagge, Experticity

2:50pm – 3:20pm
The Age of Invisibility (Search Laboratory Stage 1)
 • Mike King, iPullRank

Rebranding: Making a 145-Year-Old Institution Not Only Relevant but Irresistible (SEMrush Stage 2)
 • Cynthia Round, Metropolitan Museum of Art

Building a Social Engagement Strategy That Works for your Business (Smartling Stage 3)
 Presented by **Mailchimp**
 • Brooke Hatfield, Social Media Associate

The Future Of B2B Marketing: Trends For The Contrarian Marketer (Spectrum Reach Stage 4)
 • Jann Martin Schwarz, LinkedIn

The Art of Risk: Why Experiments Are No Longer an Option for Growth (Adestra Stage 5)
 • Chad Sanderson, Microsoft

3:35pm – 4:05pm
Rich Snippets: What Are They, and How Can I Get One?
 (Search Laboratory Stage 1)
 • Colleen Harris, CDK Global

Conflict, What is it Good For? Absolutely Everything (SEMrush Stage 2)
 • Tyler Farnsworth, August United

Generation Entertain Me: How Gen Z is Changing Everything (Smartling Stage 3)
 • David Fossas, WP Engine

A Path to Personalization for Increased Conversions (Spectrum Reach Stage 4)
 Presented by **Horizontal Integration**
 • Erika Gonzalez, Director of Client Strategy

4:20pm – 5:00pm
Closing Keynote
Building Teamwork to Achieve Innovative Results
 (SEMrush Stage 2)

• Mitch Lowe
 Co-Founder, Netflix



5:00pm – 6:00pm
Closing Reception hosted by **Accele** (Sponsor Area)