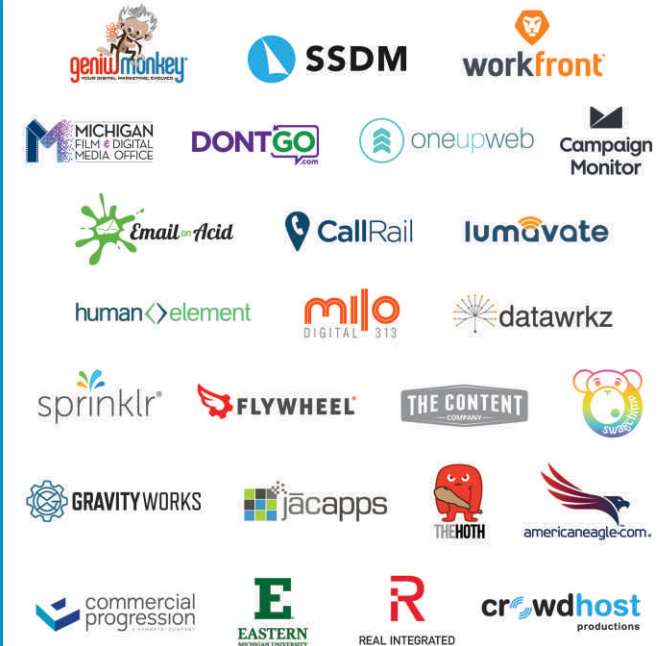
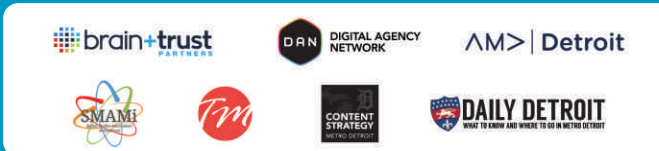


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VENUE AND CONFERENCE INFO



WiFi Info

Network: **Cobo Free**
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Official Agenda

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Michigan Film Office VIP Lounge

The VIP Lounge (located in room 252) 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 - 5.30pm
Day 2: 8.30am - 4.30pm



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.



Missed lunch or need a snack?

The following outlets are available:
Go Natural - Wed & Thu, 7:00am - 4:00pm
Grab and go sandwiches, soups and snack items such as yogurt, chips, fruit cups, granola bars, brownies, etc.
The Grind - Wed only, 8:00am - 3:00pm
Full coffee & Espresso bar including specialty drinks, light pastries and other snack items.

VENUE AND CONFERENCE INFO



Workfront Charging Station

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



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2019

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May 15-16

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SEPTEMBER 12 - 13

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WEDNESDAY, SEPTEMBER 12

8:30am - 12:30pm

AM Workshops
Conquering the Customer Journey with Content Marketing (DontGo Stage 1)
• Noelle Schuck, Vertical Measures

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

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

12:30pm
Main Conference Registration Opens

1:15pm – 2:15pm
Opening Keynote
A Conversation with Chelsea Handler
(Oneupweb Stage 2)



• Chelsea Handler
Comedian, Author and Producer

Moderated by Mike Albanese, Comedian

2:35pm – 3:05pm
Three Actionable Ways to Amplify Video Marketing Success on Social Media
(DontGo Stage 1)
• Jason Hsiao, Animoto

The Future Of B2B Marketing: Trends For The Contrarian Marketer (Oneupweb Stage 2)
• Peter Weinberg, LinkedIn

Sales & Marketing Integration: Generate More Sales From Your Marketing Leads
(MILO Detroit Stage 3)
Presented by **SS Digital Media**
• Nick Skislak, Founder

Sound, Search and Semantics
(SS Digital Media Stage 4)
• Upasna Gautam, Ziff Davis

3:20pm – 3:50pm
Digital Defeat: Avoiding Digital Transformation Failure (DontGo Stage 1)
*Presented by **Workfront***
 • Carrie Phillips, Business Advisor

Digital to Physical: Connecting The Dots In An Omni-Channel World (Oneupweb Stage 2)
 • Nicola Smith, Rebel and Reason

The Forgotten Phase of the Marketing Funnel: Driving Consideration in The Digital Age (MILO Detroit Stage 3)
 • Nick Stagge, Experticity

Location Data as a Data Unifier: Auto Brand Successes (SS Digital Media Stage 4)
 • Drew Breunig, PlaceIQ

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

12 Principles of Viral Content (Oneupweb Stage 2)
 • Nadya Khoja, Venngage Infographics

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

It's Time to Think Differently About Mobile (SS Digital Media Stage 4)
*Presented by **Lumavate***
 • Stephanie Cox, VP, Marketing

4:50pm – 5:20pm
Original Research: How to Create a Year's Worth of Content from One Survey (DontGo Stage 1)
 • Michele Linn, Mantis Research

SEO Quick Wins: 20% of Actions for 80% of Results (Oneupweb Stage 2)
 • Matthew Capala, Alphabetic

The Hank Moody Guide to Email Marketing: Authentic Messages that Provoke Response (MILO Detroit Stage 3)
 • Karen Talavera, Synchronicity Marketing

7 Secrets to Superior In-App Marketing (SS Digital Media Stage 4)
 • Cailin LaVallee, Waze

5:20pm – 6:30pm
Opening Reception hosted by **Campaign Monitor** (Sponsor Area)

DAY 2

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

8:30am – 9:00am
Make Your Brand Human: Developing Your Voice for Digital (DontGo Stage 1)
 • Eric Thomas, Saga MKTG

Storytelling as a Selling Point (Oneupweb Stage 2)
 • Amber Lewis, City of Detroit

Paying for SEO: A Method For Increasing Lead Volume By Over 300% (MILO Detroit Stage 3)
 • Garrett Mehrguth, Directive Consulting

9:15am – 9:45am
Send Great Email: How to Truly Communicate, Captivate and Connect with Every Subscriber (DontGo Stage 1)
*Presented by **Email on Acid***
 • John Thies, CEO

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

Four Concrete Steps for a More Perfect SEO + PPC Marriage (MILO Detroit Stage 3)
*Presented by **Oneupweb***
 • David Doran, Sr Strategy Manager



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10:00am – 10:30am
Designing For Participation (DontGo Stage 1)
 • Kraig Hansen, Twitter

10 Critical Factors for Success in Content Marketing (Oneupweb Stage 2)
 • Noelle Schuck, Vertical Measures

Seven Essential Points in the Lifecycle Where You Must Engage Customers! (MILO Detroit Stage 3)
 • Ernan Roman, ERDM Corp.

Death to Boring B2B Marketing, Part 2: Jobs to be Done (SS Digital Media Stage 4)
 • Cliff Seal, Salesforce

10:30am – 11:00am
Networking Break

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

How to Hack Facebook's New Algorithm Changes (Oneupweb Stage 2)
 • Carlos Gil, Gil Media Co.

Obviously Awesome: How to Use Context to Unlock Growth in Noisy Markets (MILO Detroit Stage 3)
 • April Dunford, Rocket Launch Marketing

Long Story Short: How Brands Can Create Quick Captivating Content Using Instagram Stories (SS Digital Media Stage 4)
 • Casey Ochoa, FSC Interactive

AGENDA DAY 1 & 2

11:45pm – 12:15pm
Leveraging Customer Life Stages (DontGo Stage 1)
 • John Gray, Pinterest

Three Ways to Dramatically Improve Your Email Results (Oneupweb Stage 2)
*Presented by **Campaign Monitor***
 • Lane Harbin, Sr. Content Marketing Manager

Managing "Oh \$%!#" Social Media Moments (MILO Detroit Stage 3)
 • Brandon Chesnutt, Identity

Chatbots & Mobile Wallets: Why Brands Need the Product Management Model (SS Digital Media Stage 4)
 • Raqib Sheikh, J. Walter Thompson

12:15pm – 12:30pm
Lunch Pickup & Break

12:30pm – 1:40pm
Lunch Keynote
Building A Brand with Outrageous Marketing (Oneupweb Stage 2)



• Scott Dikkers, Founder, The Onion

2:00pm – 2:30pm
Three Strategies for Efficient (and Effective!) Updates to Your Email Marketing Campaigns (DontGo Stage 1)
 • Grace Pratt, Zillow

Creating More Successful Content Based In Data (Oneupweb Stage 2)
 • Paxton Gray, 97th Floor

Turn Browsers into Buyers (MILO Detroit Stage 3)
*Presented by **DontGo***
 • Brian Elias, President

The SEO Process That Will Grow Your Business (SS Digital Media Stage 4)
 • John Doherty, Credo

2:40pm – 3:10pm
Communicate Faster To Your Customers, Faster Than Your Competition (DontGo Stage 1)
 • Josh Powlison, Stories LC

SEO and Content Unite (Oneupweb Stage 2)
 • Garth O'Brien, GoDaddy

The Next Era of Mobile Messaging (MILO Detroit Stage 3)
 • Rob Lawson, Google

Crafting a Successful Influencer Marketing Campaign (SS Digital Media Stage 4)
 • Dana Robinson, StockX

3:20pm – 3:50pm
Inbound Video and the Death of Impersonal Marketing (DontGo Stage 1)
 • Ian Servin, Animus Studios

Connecting Consumers, Igniting Brands via Interactive Storytelling (Oneupweb Stage 2)
 • Steve Ramos, Steve Ramos Media

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

4:00pm – 4:30pm
Closing Keynote
Zero-Dollar Marketing: Driving Global Impact Through Growth Hacking (Oneupweb Stage 2)



• Andrew Malcolm
 Evernote

4:30pm – 5:30pm
Closing Reception hosted by **MILO Detroit** (Sponsor Area)