

DIGITAL SUMMIT LOS ANGELES 2019 SPONSORS

DIGITAL SUMMIT LOS ANGELES 2019 PARTNERS

ADDITIONAL 2019 GLOBAL PARTNERS

PRODUCED BY
TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **SCC-Guest**
Password: **No password required**



Official Agenda

Visit digitalsummit.com/la 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?

Zeidler's Cart (located near stage 4) is available for grab & go items
 • Wednesday & Thursday:
 11:30am - 3:30pm



Act-On 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



250ok Digital VIP Lounge

The VIP Lounge - located in the Murphy Room - is available to VIP badge holders, Sponsors and Speakers for refreshments, light snacks and a place to network and get some work done.
 • Day 1: 2.30pm - 5.00pm
 • Day 2: 8.30am - 4.30pm



Contact Info

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

UPCOMING 2019 DIGITAL SUMMIT SERIES

New York City, NY
May 1-2

Chicago, IL
August 28-29

Kansas City, MO
May 15-16

Washington, DC
September 4-5

Atlanta, GA
May 21-22

Tampa, FL
September 11-12

Austin, TX
June 4-5

Detroit, MI
September 25-26

Portland, OR
June 11-12

Charlotte, NC
October 2-3

Denver, CO
June 25-26

Boston, MA
October 21-22

Philadelphia, PA
July 24-25

Raleigh, NC
November 13-14

Minneapolis, MN
August 14-15

Dallas, TX
December 3-4

digitalsummit.com



APRIL 10 - 11, 2019
SKIRBALL CULTURAL CENTER
LOS ANGELES, CA

digitalsummit
LOS ANGELES

Navigate the event with an up-to-date agenda plus the ability to rate sessions!

digitalsummit.com/la



@DigitalSummits
#DSLA



Network:
SCC-Guest
No password required

digitalsummit.com/la

WEDNESDAY, APRIL 10

8:30am - 12:30pm

AM Workshops
Move Prospects Through the Customer Journey With a Solid Content and Digital Marketing Strategy (Facebook Stage 1)
 • John Triplett, Vertical Measures

Advanced SEO Tactics for 2019 (Adtaxi Stage 2)
 • Janet Driscoll Miller, Marketing Mojo

Email 2020: Email Marketing for This Year & Beyond (Unique Influence Stage 4)
 • Michael Barber, Godfrey

12:30pm
Main Conference Registration Opens

1:15pm – 2:15pm
Opening Keynote
Future Consumers (Facebook Stage 1)



• Randi Zuckerberg
Zuckerberg Media

2:30pm – 3:00pm
What Marketers Can Learn About Social Media from DJ Khaled and Drake (Facebook Stage 1)
 • Carlos Gil, Gil Media Co.

Contagious Content: Turn Your Customers From Privately Placid to Publicly Passionate (Adtaxi Stage 2)
 • Ossa Fisher, Istation

The Art of Risk: Why Experiments Are No Longer an Option for Growth (Marketo Stage 3)
 • Chad Sanderson, Microsoft

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

3:15pm – 3:45pm
Digital Advertising and Data: Fulfilling the Mad Men Creative Promise (Facebook Stage 1)
 • Michelle Stinson Ross, Apogee Results

Content and Chaos: Diary of a News Marketer (Adtaxi Stage 2)
 • Paul Plumeri, Wall Street Journal

Stay Competitive with the Latest SEO Trends, Tips, and Winning Strategies (Marketo Stage 3)
Presented by SEMrush
 • Maryna Hradovich, VP of Strategic Growth and Development

Proving the Value of Marketing to Management (Unique Influence Stage 4)
 • Janett Haas, Forbes

4:00pm – 4:30pm
Surviving the Business Apocalypse. Transforming into a Courage Brand. (Facebook Stage 1)
 • Ryan Berman, Courageous

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

More Than Acquisition: Why Marketers Need to Own The Entire Customer Journey (Marketo Stage 3)
 • Sean Johnson, Digital Intent

Zero to Profit in 30 Days: Accelerate Your Growth with Amazon (Unique Influence Stage 4)
Presented by Unique Influence
 • Jonathan Spindel, Head of Amazon Strategy

4:45pm – 5:15pm
Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Facebook Stage 1)
 • Michael Barber, Godfrey

How to Combat Today's Skyrocketing Advertising Costs (Adtaxi Stage 2)
 • Erik Huberman, Hawke Media

Building and Growing an Employee Advocacy Program (Marketo Stage 3)
 • Casey Hall, Lumberjack Social

So You've Joined the "Sonic Revolution"... Now What? (Unique Influence Stage 4)
 • Gabe Tartaglia, Pandora

5:15pm – 6:15pm
Opening Reception hosted by **ActiveCampaign** (Sponsor Area)

DAY 2

8:00am – 8:30am
Morning Coffee Networking hosted by **Socialbakers** (Sponsor Area)

8:30am – 9:00am
How to Run a Content Practice (Without Inciting Mass Panic) (Facebook Stage 1)
 • Matt Ingwalson, Heinrich

Digital Content Lessons From a Fyre Festival Attendee (Adtaxi Stage 2)
 • Seth Crossno, Dumpster Fyre Podcast

Six Steps to Elevate Your Search & Social Campaigns (Unique Influence Stage 4)
Presented by AUDIENCEX
 • Chris Clark, Director of Search & Social and Joshua Senne, Senior Performance Manager, Search & Social

9:15am – 9:45am
How Brands Can Harness the Power of Instagram Stories (Facebook Stage 1)
 • Quinn Tempest, Digital Strategy & Design Consultant

Four Automated Email Series That Get Serious Results (Adtaxi Stage 2)
Presented by Emma
 • Akerho Oghoghohomeh, VP of Marketing



Navigate the event with an up-to-date agenda plus the ability to rate sessions digitalsummit.com/la

The Authenticity Lie: How to Build Loyalty Through Storytelling (Marketo Stage 3)
 • Eric Thomas, Saga MKTG

Business Messaging: Meet Consumers Where They Are (Unique Influence Stage 4)
 • Rob Lawson, Google

10:00am – 10:30am
How to Tell Stories in a Mobile Feed (Facebook Stage 1)
 • Nina Mishkin, Twitter

Why Your Brand Works in the "Real World" But Fails When Online (Adtaxi Stage 2)
 • Juntae Delane, Digital Delane/Digital Branding Institute

Becoming a Digital-first Organization (Marketo Stage 3)
 • Sandya Magge, Samsung

How to Embrace the Convergence of TV & Digital Video (Unique Influence Stage 4)
Presented by Spectrum Reach
 • Bill Herman, VP, Advanced Advertising

10:30am – 11:00am
Networking Break

11:00am – 11:30am
Growth by Content: Driving Massive Traffic Without a Big Budget (Facebook Stage 1)
 • Nadya Khoja, Venngage Marketing

How to Use Purpose and Social Responsibility to Drive Conversion (Adtaxi Stage 2)
 • Stacy Carpenter, TOMS

Why 80% of Marketers are Failing with Display, and How to Fix it Fast! (Marketo Stage 3)
Presented by Genius Monkey
 • Evian Moreno, Sr. Client Solutions Manager

Website Migration: What to Do Pre, During and Post (Unique Influence Stage 4)
 • John Triplett, Vertical Measures

AGENDA DAY 1 & 2

11:45am – 12:15pm
Reinventing Content Marketing Into a Measurable Business Strategy (Facebook Stage 1)
 • Robert Rose, Content Marketing Institute

Leverage Challenger Thinking to Redefine Your Brand and Ramp Up Your Marketing Strategy (Adtaxi Stage 2)
 • Nicola Smith, Rebel & Reason

Where People-First Ideas and Machine Learning Intersect (Marketo Stage 3)
Presented by Facebook
 • Asher Rapkin, Facebook & Jessie Mamey, The Search Agency

The Future B2B Marketing: Trends For The Contrarian Marketer (Unique Influence Stage 4)
 • Jann Schwartz, LinkedIn

12:15pm – 12:30pm
Lunch Pickup & Break, box lunches sponsored by **AUDIENCEx**

12:30pm – 1:30pm
Lunch Keynote
The Four Horsemen of the Web Marketing Apocalypse (Facebook Stage 1)



• Rand Fishkin
 SparkToro

1:45pm – 2:15pm
Design Tips for Better Data Storytelling (Facebook Stage 1)
 • Tim Degner, Nike

Get More Out of Every Email You Send (Adtaxi Stage 2)
Presented by ActiveCampaign
 • Brett Merle, Sales Manager

Video Everywhere (Marketo Stage 3)
Presented by Adtaxi
 • Brian Kroll, Regional VP of Sales

The Shape of Ideation (Unique Influence Stage 4)
 • Stefan Mumaw, First Person

2:30pm – 3:00pm
The Opposite of Funny: Embrace the Negative to Create Hilarious Content (Facebook Stage 1)
 • Mike Albanese, Author, Comedian

Brand-First. Not Digital-First: The Importance of "Brand-Building" in a Digital World (Adtaxi Stage 2)
 • Anthony Wiktor, Ad Victorem

The Most Powerful Email Data Lessons Can be Found in the Movie Groundhog Day (Marketo Stage 3)
Presented by 250ok
 • Sam Douglass III, Director of Marketing

Enhancing the Customer Experience with Messaging Apps (Unique Influence Stage 4)
 • Daphne Leblanc, Cafe and Laptop Social Media

3:15pm – 3:45pm
Make Your Buyer Your Content Hero (Facebook Stage 1)
 • MaryAnn Holder-Browne, One Network Enterprises

Adapting To The New Facebook (Adtaxi Stage 2)
 • Alex Baker-Whitcomb, WIRED Magazine

Build a Loyal Base of Listeners: B2B Podcasting (Unique Influence Stage 4)
 • Sean Campbell, Cascade Insights LLC

4:00pm – 4:30pm
Closing Keynote
How to Talk to Your Customers in a Voice First World (Facebook Stage 1)



• Dave Isbitski
 Amazon

4:30pm – 5:30pm
Closing Reception hosted by **Genius Monkey** (Sponsor Area)