

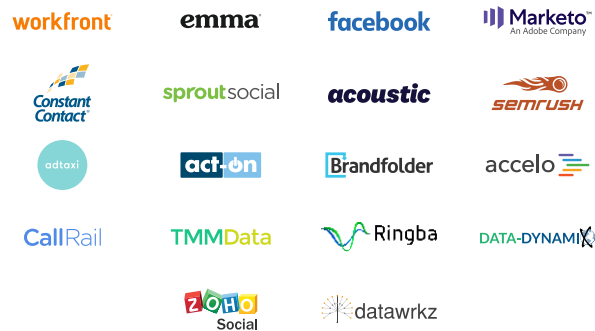
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TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **SwagChimp**
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Official Agenda

Visit digitalsummit.com/tampa 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?

- Big Rays will be open from 11:00am - 6:00pm
- The Sail Pavilion (onsite outdoor restaurant) is open daily from 11:00am to 6:00pm



The CrowdHost 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 WeWork VIP Lounge

The VIP Lounge - located in Room 20 - 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

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SEPTEMBER 11 - 12, 2019
TAMPA CONVENTION CENTER
TAMPA, FL

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WEDNESDAY, SEPTEMBER 11

8:30am - 12:30pm
AM Workshops
Forget Everything You Know About Email Marketing (Alight Analytics Stage 1)
 • Jen Capstraw, Iterable

How to Create Irresistible Content Marketing (ActiveCampaign Stage 2)
 • Leigh George, Freedom

Advanced SEO Tactics for 2019 (Pantheon Stage 3)
 • Janet Driscoll-Miller, MarketingMojo

1:15pm – 2:15pm
Opening Keynote
Shaping Brand Perception Through Storytelling (ActiveCampaign Stage 2)



• Ben Tamblyn
 Microsoft

2:30pm – 3:00pm
Evoking an Emotional Engagement with Video Production (Alight Analytics Stage 1)
 • Jordan Lung, JL Video

What Marketers Can Learn About Social Media from DJ Khaled and Drake (ActiveCampaign Stage 2)
 • Carlos Gil, Gil Media Co.

Applying Behavioral Tactics to Further Consumer Engagement (Pantheon Stage 3)
 • Reid Nichols, Sodexo

3:15pm – 3:45pm
Analytics and Attribution: Measuring the Success of Influencer Marketing (Alight Analytics Stage 1)
 • Michelle Stinson Ross, Apogee Results

Be the Guide, NOT the Hero of your Customer's Story (ActiveCampaign Stage 2)
 • Veronica Romney, My Modern Brand

How to Leverage Digital & Strategic Partnerships to Reach New Audiences (Pantheon Stage 3)
 • Mike Epstein, Cinematic Music Group

4:00pm – 4:30pm
Differentiating Messages and Content to Break Through the Noise (Alight Analytics Stage 1)
 • Dan Gilgoff, AARP

Transform Your Video Marketing To Be More Actionable (ActiveCampaign Stage 2)
 • Saina Shelton, YouTube

Creating Influencer Content that Converts! (Pantheon Stage 3)
 • Brittany Ward, a Marketing Whisperer

4:45pm – 5:15pm
Social Video: It's All About Going Native (and the Natives are Mobile) (Alight Analytics Stage 1)
 • George Potts, Fifth Influence

7 Tips to Level Up your Social Content (Bonus: They Also Make It Accessible) (ActiveCampaign Stage 2)
 • Carmen Collins, Cisco

Small Team. Tiny Audience. Big Impact. (Pantheon Stage 3)
 • Zuley Clarke, Business Gift Registry

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

DAY 2

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

8:30am – 9:00am
Funnels – What Are They? Why Use Them? (Alight Analytics Stage 1)
 • Ken Countess, The Countess Group

Six Data-Validated Tactics to Increase Marketers Qualified Lead Volume (ActiveCampaign Stage 2)
 • Garrett Mehruth, Directive Consulting

How Disruptions in TV and Video Are Changing Marketing (Pantheon Stage 3)
 • Kenneth Kinney, Ai Media Group

9:15am – 9:45am
Why Marketing Analytics Fails (and How to Do It Right) (Alight Analytics Stage 1)
*Presented by **Alight Analytics***
 • Matt Hertig, CEO

Fyre Festival: 10 Marketing Lessons Your Business Can Leverage (ActiveCampaign Stage 2)
 • Brian Fanzo, iSocialFanz

AGENDA DAY 1

Viral Velocity: How to Build Buzz at Record Speed (Pantheon Stage 3)
 • Ben Kaplan, PR Hacker

10:00am – 10:30am
Television & Digital Video Are Converging; What Are You Going to Do? (Alight Analytics Stage 1)
*Presented by **Spectrum Reach***
 • Adam Phelps, Advanced Advertising Sales Manager

Getting the Green Light: How to Build Content That People Say YES To (ActiveCampaign Stage 2)
 • Tamsen Webster, The Red Thread, TEDx

Website Migration: What to Do Pre, During and Post (Pantheon Stage 3)
 • Samantha Kermod, Vertical Measures

10:30am – 11:00am
Networking Break

11:00am – 11:30am
The Holy Grail: Building Loyalty and a Brand Community (Alight Analytics Stage 1)
 • Brandon Raper, World of Beer

Marketing Trends that Matter in 2019 - and How to Leverage Them (ActiveCampaign Stage 2)
 • Leigh George, Freedom

How Not to Suck at Display, Video & OTT: Leveraging Attribution for Success! (Pantheon Stage 3)
*Presented by **Genius Monkey***
 • Brian Lahey, Client Solutions Manager

11:45am – 12:15pm
Aligning Sales & Marketing Getting to SQL & Filling the Funnel (Alight Analytics Stage 1)
*Presented by **ActiveCampaign***
 • Shay Howe, VP of Design

Advanced Content Marketing Measurement - Going Beyond the Campaign (ActiveCampaign Stage 2)
 • Deana Goldasich, Well Planned Web

B2B Account Based Marketing: Align Your Digital Marketing for Sales Success (Pantheon Stage 3)
 • Bob Tripathi, Instant E-Training

12:15pm – 12:55pm
Lunch Pickup & Break

12:55pm – 1:50pm
Lunch Keynote
Building a Brand with Outrageous Marketing (ActiveCampaign Stage 2)

• Scott Dikkers
 Founder, The Onion



THURSDAY, SEPTEMBER 12

2:00pm – 2:30pm
Crisis Communications: How To Do It Right (Alight Analytics Stage 1)
 • Tatiana Kuzmowycz, ClassPass

The Psychology of a Website: Optimize for Cognitive Biases, Conversion Triggers, and Google's RankBrain (ActiveCampaign Stage 2)
 • Matthew Capala, Alphametic

Can I Trust These Numbers?! How to Build Trust in Your Data/Analytics (Pantheon Stage 3)
 • Alex Abell, Lunchpool

2:40pm – 3:00pm
The Feng Shui of Modern Email (Alight Analytics Stage 1)
 • Jen Capstraw, Iterable

How to Run a Content Practice (Without Inciting Mass Panic) (ActiveCampaign Stage 2)
 • Matt Ingwalson, Heinrich

InstaBrain: The New Rules for Marketing to Gen Z (Pantheon Stage 3)
 • Sarah Weise, Brilliant Experience

3:10pm – 3:40pm
How to Become a Thought-Leader on LinkedIn (Alight Analytics Stage 1)
 • Ty Heath, LinkedIn

Measuring Social in Today's Shifting Sands (ActiveCampaign Stage 2)
 • Chad Israel, Social Reach LLC

Email Deliverability Best Practices From The Experts (Pantheon Stage 3)
 • Tracey Ellis, Leadous

3:50pm – 4:20pm
Surviving Google's Algorithm Updates Before They Happen (Alight Analytics Stage 1)
 • Taylor Kurtz, Crush The Rankings

Create Marketing Content for the ENTIRE Month with Just One Source (ActiveCampaign Stage 2)
 • Jean Ginzburg, JeanGinzburg.com

4:20pm – 5:20pm
Closing Reception hosted by **SwagChimp** (Sponsor Area)

AGENDA DAY 2