



Scan for full event agenda with session descriptions

Day 1 | Thursday, June 15

9:00am - 9:15am | Opening Kickoff from Emcee

Michael Albanese, Comedian, Writer & Producer

9:15am - 10:15am | Opening Featured Speaker Session - Branding & Community

Building Loyal Communities: Fireside Chat with Marianna Hewitt, Co-Founder of Summer Fridays

10:45am - 11:30am | Room 1

45-min. Breakout - Data Analytics

Session info coming soon | **Comporium**

10:45am - 11:30am | Room 2

45-min. Breakout - Email, B2B

Sales Emails that WIN: 5 B2B Email Marketing Plays that Convert | **Altum, Inc.**

Amy Manguera, Head of Marketing

10:45am - 11:30am | Room 3

45-min. Breakout - Data Analytics

From Feed to FYP: Crafting Culturally Relevant Stories that Work and Win | **Weber Shandwick & Georgetown University**

Laura Wilson, Senior VP, Platform Strategy

10:45am - 11:30am | Room 4

Topic-Driven Discussions - Networking

Facilitated Group Discussions on Top Marketing Trends
RSVP Required

- Content: Leigh George, Freedom
- Data/Analytics: Facilitator TBA
- Email: Facilitator TBA
- SEM/Paid Search: RT Zhang, HelloFresh
- Social: Rachel Simon, Connect the Dots Digital

12:30pm - 2:00pm | Room 1

Masterclass - SEO Strategy

Content, Conversion, and Credibility for Your 2023 SEO Strategy | **Alphametic**

Matthew Capala, Founder

12:30pm - 2:00pm | Room 2

Masterclass - Content Strategy

Crafting Customer-Centric Content That Drives Authority and Traffic | **Fire&Spark**

Dale Bertrand, Founder

12:30pm - 1:15pm | Room 3

45-min. Breakout

Session info coming soon

1:30pm - 2:00pm | Room 3

30-min. Breakout - Social Trends

Mastering Growth Marketing: Latest Trends and Best Practices in Paid Social, Native Advertising, and AI | **Formerly Ebony Magazine & Condé Nast**

Kera McCain, Media Advisor

2:15pm - 3:00pm | Room 1

Masterclass - SEO Strategy

Tech Tools, Backlinks, and Measurement for Your 2023 SEO Strategy | **Alphametic**

Matthew Capala, Founder

2:15pm - 3:00pm | Room 2

Masterclass - Content Strategy

AI Tools that will Increase Content Productivity, Traffic and Conversions | **Fire&Spark**

Dale Bertrand, Founder

2:15pm - 3:45pm | Room 3

45-min. Breakout - Data Analytics

How to Use Metrics to Evaluate Digital Marketing Performance and Increase ROI | **Harley James Consulting**

Mary Cate Spires, Owner

3:15pm - 3:45pm | Room 3

30-min. Breakout - Trends & Big Ideas

Session info coming soon | **OkCupid**

Michael Kaye, Director of Brand

2:15pm - 3:45pm | Room 4

Networking Meetup - Networking

Group Discussions with Marketers in the Same Industry
RSVP Required

4:00pm - 4:45pm | Room 1

45-min. Breakout - Data Analytics

Podcasting for Business: How Podcasting Can Scale Marketing Content and Drive Brand Awareness | **Content Monsta**

A. Lee Judge, Co-Founder & CMO

4:00pm - 4:45pm | Room 2

45-min. Breakout - Email, B2B

Making Keyword Research the Key to a Cohesive SEO Strategy | **HarperCollins**

Jerri Helms, Vice President, Digital Marketing & Analytics

4:00pm - 4:45pm | Room 3

45-min. Breakout - Email

All NEW Data-Based Email Marketing Tips to Drive Stronger ROI Right NOW | **SubjectLine.com**

Jay Schwedelson, Founder

4:00pm - 4:45pm | Room 4

Group Mentoring - Networking

Get Expert Advice from Senior Level Marketers on Career Development Topics
RSVP Required

- Mentor 1: Kristen Brophy, NBA
- Mentor 2: TBA
- Mentor 3: TBA

4:45pm - 5:45pm | Networking Happy Hour

Make sure to stick around for the open bar, great convo and the chance to win some amazing prizes!

Updated as of May 16, 2023



Scan for full event agenda with session descriptions

Day 2 | Friday, June 16

□ 9:00am - 10:00am | *Featured Speaker Session*

NBA's VP of Direct-to-Consumer Marketing, Kristen Brophy

□ 10:15am - 10:45am | Room 1

30-min. Breakout - Social

Session info coming soon

□ 10:15am - 10:45am | Room 2

30-min. Breakout - Branding

MADE YOU LOOK! A Brand Marketer's Guide to Staying Relevant and Adapting to Future Consumer Behaviors | Pandora

Tatiana Hollifield, VP, Digital Content & Audience Engagement

□ 10:45am - 11:30am | Room 3

30-min. Breakout - SEO & Led Gen

Data Driven SEO and Content Strategies to Reduce Customer Acquisition Costs | AdLift

Prashant Puri, CEO & Co-Founder

□ 11:00am - 11:30am | Room 1

Masterclass - B2B Storytelling

Grow Your B2B Community with Strong Storytelling: Turning Content Strategy into Execution | Equifax

Ashley Sasnett, Sr. Director, Content Strategy

□ 11:00am - 11:30am | Room 2

Masterclass - Branding & Personas

Resist the Tyranny of the Persona: Create Audience Profiles that Make You a More Effective Marketer | Freedom

Dr. Leigh George, CEO & Founder

□ 11:00am - 11:30am | Room 3

45-min. Breakout

Session info coming soon

□ 12:00pm - 12:30am | Room 3

30-min. Breakout - AI Adoption & Corporate Ethics

How to Navigate the Ethics of AI: Responsible Use of Emerging Technology | Yahoo

Colleen Marks, Sr. Director, Head of Branded Content

□ 1:30pm - 3:00pm | Room 1

Masterclass - B2B Content & Social

Deliver Your B2B Content to the Right Audience: Building a Web and Social Distribution Strategy | Equifax

Ashley Sasnett, Sr. Director, Content Strategy

□ 1:30pm - 3:00pm | Room 2

Masterclass - Branding

From Bland to Brand: Craft Messaging Worth Paying Attention To | Freedom

Dr. Leigh George, CEO & Founder

□ 1:30pm - 2:15pm | Room 3

45-min. Breakout - Content & Creativity

Deliver Better Content - and Results - with These Creative Principles | 3M

Alannah Curran, Content Supervisor

□ 2:30pm - 3:00pm | Room 3

30-min. Breakout

Session info coming soon

□ 3:15pm - 4:00pm | Room 1

45-min. Breakout - Email

Session info coming soon | **All About Email Marketing**

Alexandra Palau, CEO & Chief Email Strategist

□ 3:15pm - 4:00pm | Room 2

45-min. Breakout - Social & Inclusive Marketing

Inclusive Practices & 2023 Trends in Social | Duke Energy Corporation

Crystal Marie McDaniels, Manager, Marketing Strategy & Insights

□ 3:15pm - 4:00pm | Room 3

45-min. Breakout - Content & Omnichannel

Content-First Omnichannel Planning | Annum

Patty Radford Henderson, Founder & CEO

□ 4:00pm - 5:00pm | *Fireside Chat - Personal Branding*

Lessons in Personal Branding: **Fireside Chat with Rachel Lindsay, ABC's The Bachelorette & Extra Correspondent, Meet & Greet to Follow**



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Thought Leaders & Visionaries



Marianna Hewitt
Co-founder
Summer Fridays

Marianna Hewitt a leading voice in social media with over 1 million followers and was named WWD Beauty Inc's Influencer of the Year.



Kristen Brophy
VP, Direct to
Consumer Marketing
NBA

Kristen Brophy is VP of Direct to Consumer Marketing at the NBA, where she leads marketing strategy for the League's digital content and consumer products, including the NBA App, NBA ID, and League Pass.



Rachel Lindsay
ABC's The Bachelorette &
Extra Host

Rachel Lindsay is a media personality and attorney. She is best known for her role as a contestant on the twenty-first season of ABC's The Bachelor and as the lead of its spinoff, The Bachelorette, in its thirteenth season.



RT Zhang
Senior Manager,
Growth Marketing
HelloFresh

RT Zhang is a Director in Paid Media with 7 years of experience in Digital Advertising. Exceptional client management, problem-solving, team leadership, teamwork & communication skills.



Michael Kaye
Director of Brand Marketing &
Communications
OkCupid

Michael Kaye is the Director of Brand Marketing & Communications at OkCupid. In this role, he leads all brand communications overseeing PR, marketing and social media efforts.



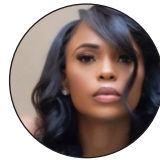
Tatiana Holifield
VP, Digital Content &
Audience Engagement
Pandora

A seasoned marketing executive with 15 years of experience in media, sports and entertainment, Tatiana Holifield has helped the world's most influential brands thrive amongst the evolving digital landscape.



Colleen Marks
Sr. Director,
Head of Branded Content
Yahoo

Colleen and her team uses technology to tell stories that drive meaningful connections between consumers and brands.



Kera McCain
Formerly Ebony Magazine &
Conde Nast

Kera McCain is a self-directed, results-oriented marketing executive with a passion for using the latest trends and strategies in marketing to drive growth and success for her clients.



Alennah Curran
Senior Writer,
Content Supervisor
3M

Alennah Curran is a writer, speaker, and content guru who's developed social engagement strategy for Post-it® and Scotch™.

Featured Brands

Updated as of May 16, 2023