

DIGITAL SUMMIT SALT LAKE CITY 2019 SPONSORS



DIGITAL SUMMIT SALT LAKE CITY 2019 PARTNERS



ADDITIONAL 2019 GLOBAL PARTNERS



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TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **Finch**
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Official Agenda

Visit digitalsummit.com/slc 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.



ActiveCampaign 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 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 - 4.15pm



Contact Info

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

UPCOMING 2019 DIGITAL SUMMIT SERIES

Los Angeles, CA
April 10-11

Chicago, IL
August 28-29

New York City, NY
May 1-2

Washington, DC
September 4-5

Kansas City, MO
May 15-16

Tampa, FL
September 11-12

Atlanta, GA
May 21-22

Detroit, MI
September 25-26

Austin, TX
June 4-5

Charlotte, NC
October 2-3

Portland, OR
June 11-12

Boston, MA
October 21-22

Denver, CO
June 25-26

Raleigh, NC
November 13-14

Philadelphia, PA
July 24-25

Dallas, TX
December 3-4

Minneapolis, MN
August 14-15

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MARCH 5 - 6
UTAH CULTURAL CELEBRATION CENTER
SALT LAKE CITY, UT



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TUESDAY, MARCH 5

8:30am - 12:30pm
AM Workshops

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

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

Email 2020: Email Marketing for This Year & Beyond (Finch Stage 3)
• Michael Barber, Godfrey

1:15pm – 2:15pm
Opening Keynote
Are We There Yet?
(Emma Stage 1)

• David Shing
Verizon Media



2:30pm – 3:00pm
Reinventing Content Marketing Into a Measurable Business Strategy (Emma Stage 1)
• Robert Rose, Content Marketing Institute

Be Customer Obsessed: Using Data to Create a Cohesive Customer Journey across Digital Channels (ActiveCampaign Stage 2)
• Russ Hannig, Ancestry

How Digital Transformation is Disrupting Product Marketing (Finch Stage 3)
• Cydni Tetro, ForgeDX

3:15pm – 3:45pm
Get More Out of Every Email You Send (Emma Stage 1)
Presented by **ActiveCampaign**
• Zachary Hanz, Product Marketing Manager

Make Your Social Media Strategy a Best Seller (ActiveCampaign Stage 2)
• Thomas McMinn and Katie McMinn, Utah Department of Health

Death to Display Ads (Finch Stage 3)
• Phil Herbert, Phil Herbert Consulting

4:00pm – 4:30pm
Digital Advertising and Data: Fulfilling the Mad Men Creative Promise (Emma Stage 1)
• Michelle Stinson Ross, Apogee Results

Why Your Brand Works in the "Real World" But Fails When Online (ActiveCampaign Stage 2)
• Juntae Delane, USC

Automate or Die: How to Reduce the Complexity of Paid Search (Finch Stage 3)
Presented by **Finch**
• Michelle Roberts, VP of Key Accounts

4:45pm – 5:15pm
How to Run a Content Practice (Without Inciting Mass Panic) (Emma Stage 1)
• Matt Ingwolson, Heinrich Marketing

Three Ways to Dramatically Improve Your Email Results (ActiveCampaign Stage 2)
Presented by **Emma**
• Caroline Matis, Corporate Marketing Manager

Field of Dreams: People May Come to Your Site but Will They Take Action (Finch Stage 3)
• Mike Nelson, Lonely Planet

5:15pm – 6:15pm
Opening Reception (Sponsor Area)

DAY 2

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

8:30am – 9:00am
B2B Account Based Marketing: Align Your Digital Marketing for Sales Success (Emma Stage 1)
• Bob Tripathi, Instant E-Training

Get More for your Marketing Dollars with Customer Insights (ActiveCampaign Stage 2)
• Gaurav Issar, Allant Group

9:15am – 9:45am
Six Data-Validated Tactics to Increase Marketers Qualified Lead Volume (Emma Stage 1)
• Garrett Mehrguth, Directive Consulting

AGENDA DAY 1

WEDNESDAY, MARCH 6

Should You Fire Your Chief Marketing Officer? (ActiveCampaign Stage 2)
• John Triplett, Vertical Measures

A Strategic Plan For Video Marketing to Maximize Exposure & Sales (Finch Stage 3)
• Desiree Martinez, All-In-One Social Media

10:00am – 10:30am
How to Leverage Modern Web Technologies for Increased User Engagement (Emma Stage 1)
• Erica Trittschuh, Google

Why Your Facebook Ads Keep Failing: Lessons Learned From Spending Over \$1 Million Dollars in FB Ads (ActiveCampaign Stage 2)
• John Huntinghouse, Epic Marketing

Design, Meet Content. Content, Meet Design (Finch Stage 3)
• Brittney Ulrich, Ogilvy

10:30am – 11:00am
Networking Break

11:00am – 11:30am
Seven Psychological Triggers Every Marketer Should Master (Emma Stage 1)
• Danny Codella, Wrike

Why 80% of Marketers are Failing with Display, and How to Fix it Fast! (ActiveCampaign Stage 2)
Presented by **Genius Monkey**
• Brian Lahey, Client Solutions Manager

Flourish or Fold: The Five Practices of Particularly Resilient Digital Marketers (Finch Stage 3)
• Taryn Stejska, Cigna

11:45am – 12:15pm
What Marketers Can Learn About Social Media from DJ Khaled and Drake (Emma Stage 1)
• Carlos Gil, Gil Media Co.

Maximize ROI Through Data-Standardized Attribution (ActiveCampaign Stage 2)
• Mikel Chertudi, Strala

The New Science of Authenticity for Building a Lasting Brand (Finch Stage 3)
• Jeremy Hendon, CoBionic

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

12:30pm – 1:15pm
Lunch Keynote
Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Emma Stage 1)

• Michael Barber
Godfrey



1:30pm – 2:00pm
Advanced SEO Techniques: From Logs to Language (Emma Stage 1)
• Ian Lurie, Portent

Advance Your Email Marketing Efforts by Focusing on Cross-Channel and Design (ActiveCampaign Stage 2)
• Bruce Swann, Adobe

(Art)ificial: How to Start Leveraging AI Without Losing Your Brand (Finch Stage 3)
• Anne Gherini, Affinity Inc.

2:15pm – 2:45pm
Attract and Retain Millennials by Speaking Their Language (Emma Stage 1)
• Caroline Hubbard, LinkedIn

The Most Powerful Email Data Lessons Can be Found in the Movie Groundhog Day (ActiveCampaign Stage 2)
Presented by **250ok**
• Sam Douglass III, Director of Marketing

Using UX Writing with Marketing to Speak to Your Customers (Finch Stage 3)
• Amy Gebler, Nordstrom

3:00pm – 3:30pm
Defining and Analyzing the Modern Consumer Decision-Making Journey (Emma Stage 1)
• Mark Michael, Deloitte

Bridging Silos Between SEO, UX, and Content for Big Marketing Wins (ActiveCampaign Stage 2)
• Rebekah Baggs, ONWARD

3:45pm – 4:15pm
Social Commerce Strategies that Drive Sales (Emma Stage 1)
• Obele Brown-West, Weber Shandwick

What Brands Need to Know About Amazon Alexa and Building for Voice (ActiveCampaign Stage 2)
• Noelle LaCharite, Microsoft

4:15pm – 5:15pm
Closing Reception hosted by **SwagChimp** (Sponsor Area)

AGENDA DAY 2