

DIGITAL SUMMIT CHARLOTTE 2018 SPONSORS



DIGITAL SUMMIT CHARLOTTE 2018 PARTNERS



ADDITIONAL 2018 GLOBAL PARTNERS



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**TechMedia**

VENUE AND CONFERENCE INFO



**WiFi Info**

Network: **Complimentary WiFi**  
No password required



**Official Agenda**

Visit [digitalsummit.com/clt](http://digitalsummit.com/clt) for the most up-to-date agenda and the ability to rate speakers & sessions.



**CrowdHost VIP Lounge**

The VIP Lounge - located in Room 211B - is available to VIP badge holders, Sponsors and Speakers 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.



**Slidecast Access**

Slidecasts (audio synced with slides) are available to Plus, Premium and Platinum pass holders. You will receive access info within 10 days of the event. Conference pass holders can also still upgrade to receive - look for email details or drop us a note at [registration@digitalsummit.com](mailto:registration@digitalsummit.com)

VENUE AND CONFERENCE INFO



**Missed lunch or need a snack?**

These outlets are available during the following times:

- **Starbucks** Wed: 7.00am - 5.00pm  
Thu: 7.00am - 2.00pm
- **Bojangles Chicken** Wed: 7.30am - 4:00pm | Thurs: 7.30am - 2.30pm
- **Einstein Bagels** Wed: 7.30am - 5.00pm | Thu: 7.30am - 1.30pm
- **Buon Cibo** Wed: 11.00am - 4.00pm  
Thu: 11.00am - 2:00pm



**Spectrum Reach Charging Station**

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



**Contact Info**

For after-hours assistance please email [Help@digitalsummit.com](mailto:Help@digitalsummit.com)  
For sponsorship information please email [ROI@techmediaco.com](mailto:ROI@techmediaco.com)

**UPCOMING DIGITAL SUMMIT SERIES**

**2018**

Raleigh, NC  
November 14-15

Dallas, TX  
December 4-5

**2019**

Phoenix, AZ  
February 11-12

Los Angeles, CA  
April 10-11

Seattle, WA  
February 26-27

Kansas City, MO  
May 15-16

Salt Lake City, UT  
March 5-6

Atlanta, GA  
May 21-22

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**OCTOBER 3 - 4**

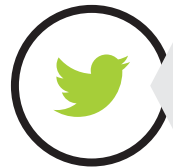
CHARLOTTE CONVENTION CENTER  
CHARLOTTE, NC



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## WEDNESDAY, OCTOBER 3

8:30am - 12:30pm

### AM Workshops

#### Conquering the Customer Journey with Content Marketing (Antaxi Stage 1)

- Shana Sullivan, Vertical Measures

#### Winning at SEO in 2018 (Lumavate Stage 2)

- Janet Driscoll Miller, Marketing Mojo

#### 45 Tactics to Take Your Email from Zero to Hero (The HOTH Stage 3)

- Michael Barber, Godfrey

1:15pm - 2:15pm

### Opening Keynote

#### Building a Brand with Outrageous Marketing (Antaxi Stage 1)

- Scott Dikkers  
Founder, The Onion



2:30pm - 3:00pm

#### The Feng Shui of Modern Email (Antaxi Stage 1)

- Jen Capstraw, Iterable

#### Three Ways to Dramatically Improve Your Email Results (Lumavate Stage 2)

Presented by **Campaign Monitor**

- Caroline Matis, Social Media Manager

#### Google's AI is Smarter Than You: What That Means for Your AdWords and SEO (The HOTH Stage 3)

- Daniel Russell, GoFish Digital

3:15pm - 3:45pm

#### The Power of Purpose (Antaxi Stage 1)

- Jessica Casey, Twitter

#### Your Brand Isn't Boring: Generate Engagement and Brand Awareness (Lumavate Stage 2)

- Paul Her-Strum, Credit One Bank

#### Engaging your Audience and Keeping Their Attention with Gamification (The HOTH Stage 3)

- Mitch Canter, Vanderbilt University

4:00pm - 4:30pm

#### B2B Omni-Channel: Transforming an Organization with People, Process and Technology (Antaxi Stage 1)

- Jenny Hooks, Cisco

#### Influencers: Cultivating a Powerful Network for Linkbuilding & Social Media Evangelism (Lumavate Stage 2)

- Michelle Stinson Ross, Apogee Results

#### The Brand Called Compassion (The HOTH Stage 3)

- Keesa Schreane, Thompson Reuters

4:45pm - 5:15pm

#### SEO Quick Wins: 20% of Actions for 80% of Results (Antaxi Stage 1)

- Matthew Capala, Alphabetic

#### One Message, Many Voices: Content Consolidation at NASCAR (Lumavate Stage 2)

- Amanda Lordy, NASCAR

#### Everyday Behavioral Science For Better Conversion Optimization (The HOTH Stage 3)

- Brian Massey, Conversion Sciences

5:15pm - 6:15pm

#### Opening Reception hosted by Campaign Monitor (Sponsor Area)

## DAY 2

8:00am - 8:30am

#### Morning Coffee Networking hosted by CapTech (Sponsor Area)

8:30am - 9:00am

#### Defining the Five Key Elements of Your Brand DNA (Antaxi Stage 1)

- Adrion Porter, AP & Company

#### Building a Personalized Consumer Engagement Platform (Lumavate Stage 2)

- Greg Andronney, Blue Cross NC

9:15am - 9:45am

#### 10 Critical Factors for Success in Content Marketing (Antaxi Stage 1)

- Shana Sullivan, Vertical Measures

#### How to Win the UX War on the Corporate Battle Field (Lumavate Stage 2)

- Lynne Adams, Johnson & Johnson

#### Digital Goes Over the Top: Ad Strategies for the Connected OTT Consumer (The HOTH Stage 3)

Presented by **Spectrum Reach**

- Ben Van Horn, Director, Digital Sales

AGENDA DAY 1

## THURSDAY, OCTOBER 4

10:00am - 10:30am

#### How to Hack Facebook's New Algorithm Changes (Antaxi Stage 1)

- Carlos Gil, Gil Media Co.

#### Video Everywhere (Lumavate Stage 2)

Presented by **Adtaxi**

- Lindsay O'Connor, Sr Digital Sales Director

#### Paying for SEO: A Method For Increasing Lead Volume By Over 300% (The HOTH Stage 3)

- Garrett Mehrguth, Directive Consulting

10:30am - 11:00am

### Networking Break

11:00am - 11:30am

#### Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Antaxi Stage 1)

- Michael Barber, Godfrey

#### Why 80% of Marketers are Failing with Display, and How to Fix it Fast! (Lumavate Stage 2)

Presented by **Genius Monkey**

- Jeremy Hudgens, CRO, Director of Client Solutions

#### Maximize Your Ecommerce Email Marketing Automation Strategy (The HOTH Stage 3)

- Nick McNeill, The Brandon Agency

11:45am - 12:15pm

#### Filling the Funnel: How to Build a Content Marketing Strategy for Growth (Antaxi Stage 1)

- Kate Richling, Media Monks

#### Innovate to Elevate: The Data-Driven Marketer (Lumavate Stage 2)

- Bryce Gartner, icimo

#### It's Time to Think Differently About Mobile (The HOTH Stage 3)

Presented by **Lumavate**

- Stephanie Cox, VP of Marketing

12:15pm - 12:45pm

### Lunch Pickup & Break

12:45pm - 1:40pm

### Lunch Keynote

#### The Big, Bold, Brave New World of Content & Storytelling (Antaxi Stage 1)

- Ann Handley  
MarketingProfs



1:55pm - 2:25pm

#### Social in 365: 4 Mega Trends That Will Impact Your Strategy in the Next Year (Antaxi Stage 1)

- Matt See, FleishmanHillard

#### Search Engine Optimization in a User First World (Lumavate Stage 2)

- Jake Finkelstein, Method Savvy

#### The Smallest of Details Makes a Big Difference in Customer Segmentation (The HOTH Stage 3)

- Kaitlyn Rikkers, 98 Proof Brands

2:40pm - 3:10pm

#### Think Like A Fan: Create Relatable Content, Insight Meaningful Interactions and Activate Your Community of Fans (Antaxi Stage 1)

- Brian Fanzo, iSocialFanz

#### The Age of Invisibility (Lumavate Stage 2)

- Mike King, iPullRank

#### Experiential Marketing: How the Best Brands Amplify Their Live Experiences Through Digital (The HOTH Stage 3)

- Brendan Walsh, Mole Street

3:25pm - 3:55pm

#### The Future Of B2B Marketing: Trends For The Contrarian Marketer (Antaxi Stage 1)

- Jann Martin Schwarz, LinkedIn

#### Harnessing the Power of Amazon: Customer Acquisition, Lead Generation, and Proof of Concept Sales (Lumavate Stage 2)

- Robyn Johnson, Best from the Nest

#### Designing for Turing: Voice, AI, and the Future of CX (The HOTH Stage 3)

- Jason Snook, CapTech Consulting

4:10pm - 4:40pm

#### The Next Era of Mobile Messaging (Antaxi Stage 1)

- Rob Lawson, Google

#### 500 Different Website Visitors, 500 Different Web Experiences (Lumavate Stage 2)

- Joshua Camden, JCAMDN

4:40pm - 5:30pm

#### Closing Reception hosted by SwagChimp (Sponsor Area)

AGENDA DAY 2