

DIGITAL SUMMIT BOSTON 2019 SPONSORS

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ADDITIONAL 2019 GLOBAL PARTNERS

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TechMedia

VENUE AND CONFERENCE INFO



WiFi Info

Network: **Westin_conference**
Password: **digital19**



Official Agenda

Visit digitalsummit.com/boston 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?

The following outlets are available on a daily basis:

- Starbucks: 6.00am - 7.00pm
- MJ O'Connors: 11.30am - 11.30pm



The Workfront 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 NewsCred VIP Lounge

The VIP Lounge - located in the Commonwealth A - 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 - 4.30pm



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

- | | |
|-----------------|--------------------|
| Atlanta, GA | Minneapolis, MN |
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OCTOBER 21 - 22, 2019

THE WESTIN BOSTON WATERFRONT
BOSTON, MA

digitalsummit
BOSTON

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MONDAY, OCTOBER 21

8:30am - 12:30pm
AM Workshops
Move Prospects Through the Customer Journey With a Solid Content and Digital Marketing Strategy (Constant Contact Stage 1)
• Shana Sullivan, Investis Digital

Advanced SEO Tactics for 2019 (BlueSnap Stage 2)
• Janet Driscoll Miller, MarketingMojo

Forget Everything You Know About Email Marketing (USADATA Stage 3)
• Jen Capstraw, Iterable

12:30pm
Main Conference Registration Opens

1:15pm - 2:15pm
Opening Keynote
Elevate Your Content Strategy: How to Scale and Produce Effective Consumer Conversations (Constant Contact Stage 1)



- Beverly Jackson
MGM Resorts International

2:30pm - 3:00pm
Break The Rules: How Brave Brands Are Challenging The Status Quo (Constant Contact Stage 1)
• Nicola Smith, Rebel & Reason

Designing Your Team: Unlock Your Team's Top Performance by Managing with Design Principles (BlueSnap Stage 2)
• Marissa Coren, Facebook

An Integrated Approach to Content Operations for Financial Services & Tech Companies (USADATA Stage 3)
Presented by NewsCred
• Kathleen Conley, Dir of Customer Success & Daniel Richards, Dir of Sales & Strategy

Grow Your Business Through the Flawless 5-step eCommerce Growth Pyramid (ActiveCampaign Stage 4)
• Jeeyan Rostam-Abadi, Hawke Media



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3:15pm – 3:45pm
Forget Authenticity, Embrace Identity: The Key to Creating Content With a Lasting Impact (Constant Contact Stage 1)
 • Kirstin Benson, Getty Images

4 Ways Marketers Will Win in 2020 (BlueSnap Stage 2)
 Presented by **Acoustic**
 • Patrick Lannon, Global VP, Alliances

Seven Habits for Highly Successful Digital Marketers (USADATA Stage 3)
 • Marc Engelsman, Digital Brand Expressions

Using Data to Drive Superior Digital Marketing Returns (ActiveCampaign Stage 4)
 Presented by **USADATA**
 • William Bailey, Dir of Digital Marketing

4:00pm – 4:30pm
Exploring the Unimagined: Expanding Your Brand's Storytelling Possibilities (Constant Contact Stage 1)
 • Sarah Amos, Marvel New Media

Artificial Intelligence is Mandatory (BlueSnap Stage 2)
 • Rodrigo Andrade, FNC IT

Up the Ladder, Down the Chain, Full-Funnel Attribution To Keep Your Boss Sane (USADATA Stage 3)
 Presented by **Adtaxi**
 • Joseph Wilke, Digital Director

UX Meets MBA: A Designer Goes to Business School (ActiveCampaign Stage 4)
 • McLean Donnelly, The Makery Group

4:45pm – 5:15pm
Get New and Repeat Business on Autopilot with Email Marketing (Constant Contact Stage 1)
 Presented by **Constant Contact**
 • Dave Charest, Dir Content Marketing

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

5 Lessons From Grandma to Make You a More Nurturing Marketer (USADATA Stage 3)
 Presented by **Acquia**
 • Dave Bor, Dir of Marketing

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

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

6:30pm – 8:00pm
The #DSBOS Afterparty hosted by **Pantheon**
 The Social Register - 401 D St.
Registration Badge Required

DAY 2

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

8:30am – 9:00am
Influencer Marketing Strategies to Grow Your Audience (Constant Contact Stage 1)
 • Ursula Ringham, SAP

Breaking Through the Feed Clutter with Dynamic Creative in B2B (BlueSnap Stage 2)
 • Chris Apaliski, Heart & Science

Website Migration: What to Do Pre, During and Post (USADATA Stage 3)
 • Shana Sullivan, Investis Digital

9:15am – 9:45am
The Feng Shui of Modern Email (Constant Contact Stage 1)
 • Jen Capstraw, Iterable

Customer Storytelling: Connecting with Empathy and Humor (BlueSnap Stage 2)
 • Tim Washer, Ridiculous Media

Your Brain on Ads: The Halo Effect (USADATA Stage 3)
 • Tony Marlow, Integral Ad Science

The Secret to Agile Transformation: Your Web Team (ActiveCampaign Stage 4)
 Presented by **Pantheon**
 • Andrea de Jounge, VP of Product Marketing

10:00am – 10:30am
Fyre Festival: 10 Marketing Lessons Your Business Can Leverage (Constant Contact Stage 1)
 • Brian Fanzo, iSocialFanz

It's More Than Data: We've Been Doing Content Strategy Wrong (BlueSnap Stage 2)
 • Paxton Gray, 97th Floor

Six Data-Validated Tactics to Increase Marketers Qualified Lead Volume (USADATA Stage 3)
 • Garrett Mehrguth, Directive Consulting

What Marketers Actually Need to Know About AI (ActiveCampaign Stage 4)
 Presented by **Phrasee**
 • Natalie Johnson, VP, Global Sales

10:30am – 11:00am
Networking Break

11:00am – 11:30am
The Psychology of a Website: Optimize for Cognitive Biases, Conversion Triggers, and Google's RankBrain (Constant Contact Stage 1)
 • Matthew Capala, Alphabetic

How Not to Suck at Display, Video & OTT: Leveraging Attribution for Success! (BlueSnap Stage 2)
 Presented by **Genius Monkey**
 • Jeremy Hudgens, CRO, Dir of Client Solutions

20 Crazy Effective Methods for Increasing Your Conversions (USADATA Stage 3)
 • Tom Shapiro, CEO, Stratabeat, Inc.

The PICA Protocol™: Your Prescription for Healthy, Actionable Data Storytelling (ActiveCampaign Stage 4)
 • Lea Pica, LeaPica.com

11:45am – 12:15pm
Getting the Green Light: How to Build Content That People Say YES To (Constant Contact Stage 1)
 • Tamsen Webster, The Red Thread, TEDx

AGENDA DAY 1 & 2

Aligning Sales & Marketing Getting to SQL & Filling the Funnel (BlueSnap Stage 2)
 Presented by **ActiveCampaign**
 • Shay Howe, VP of Design

Using Behavioral Signals From Voice to Predict Customer Intent (USADATA Stage 3)
 • Rana Gujral, Behavioral Signals

Roadmap to a Compelling Brand Refresh (ActiveCampaign Stage 4)
 • Jennifer Halloran, MassMutual

12:15pm – 12:45pm
Lunch Pickup & Break, box lunches sponsored by **Bridgeline Digital**

12:45pm – 1:50pm
Lunch Keynote This Is Marketing (Constant Contact Stage 1)



• Seth Godin
 Best-Selling Author

2:10pm – 2:40pm
10 FREE Behavioral Science Secrets that Increase Engagement and Response (Constant Contact Stage 1)
 • Nancy Harhut, HBT Marketing

Building and Growing an Employee Advocacy Program (BlueSnap Stage 2)
 • Casey Hall, Lumberjack Social

Find Your Fascinating: Uncover and Create Better Stories (USADATA Stage 3)
 • Justin Andrews, Animus Studios

Payments: The Overlooked and Underappreciated Customer Experience Super Power (ActiveCampaign Stage 4)
 Presented by **BlueSnap**
 • Estelle Mense, SVP of Marketing

2:50pm – 3:20pm
YouTube: Advanced Optimization Tactics And Scraping Competitive Content For Maximum Exposure & Engagement (Constant Contact Stage 1)
 • Melissa Sciorra, TripAdvisor/SmarterTravel

Captain Marvel, Disney+ and Star Wars: 8 Content Marketing Lessons Your Brand Can Learn from Walt Disney Studios (BlueSnap Stage 2)
 • Hilary Sutton, McKinley Marketing Partners

Modernize Your Marketing Work: 4 Simple Ways to Get More Done (USADATA Stage 3)
 Presented by **Workfront**
 • Mike Riding, Director, Digital Marketing

Mindset Shift: Driving Customer Centricity in the Age of 5G & the Digital Economy (ActiveCampaign Stage 4)
 • Phil Burrows, Verizon

3:30pm – 4:00pm
Better Together: Leveraging Partnerships to Drive More Marketing & Consumer Engagement (Constant Contact Stage 1)
 • Mark Coffey, GasBuddy

Unlocking the Mysteries of Instagram: The Fastest Growing Platform on Social Media (BlueSnap Stage 2)
 • Jason Hsiao, Animoto

Where are the Jetpacks!?! Real Life Experience and the Digital Revolution (USADATA Stage 3)
 • Eric Shutt, Summit X // Strategy

Online Videos that Drive Performance and Brand: Fact OR Fiction? (ActiveCampaign Stage 4)
 • Shilpa Reddy, Car Gurus

4:10pm – 4:40pm
10 Timeless Marketing Rules That Will Help You Attract Your Dream Customers (Constant Contact Stage 1)
 • Dave Gerhardt, Drift

The Opposite of Funny: Embrace the Negative to Create Hilarious Content (BlueSnap Stage 2)
 • Mike Albanese, Author, Comedian

The Five Biggest Fails People are Doing With Video and How to Fix It (USADATA Stage 3)
 • Derek Dienner, MAKE films

Product Differentiation is no Longer a Real Competitive Advantage (ActiveCampaign Stage 4)
 • Keith Frankel, Parlor

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