

DIGITAL SUMMIT TAMPA 2018 SPONSORS



DIGITAL SUMMIT TAMPA 2018 PARTNERS



ADDITIONAL 2018 GLOBAL PARTNERS



PRODUCED BY  
**TechMedia**

VENUE AND CONFERENCE INFO



**WiFi Info**

Network: **Digital Summit**  
Password: **digital18**



**Official Agenda**

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



**CrowdHost VIP Lounge**

The VIP Lounge (located in Room 20) is available to VIP Badge holders, Speakers and Sponsors for refreshments, light snacks, and a place to network and check email.  
Day 1: 2:30pm - 5:00pm  
Day 2: 9:00am - 4:00pm



**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.



**Missed lunch or need a snack?**

- The Bay Bistro Café located just across from our sponsor area will be open from 8:00am - 3:00pm.
- The Sail Pavilion (onsite outdoor restaurant) is open daily from 11:00am to 12:00am.

VENUE AND CONFERENCE INFO



**Diace Designs 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@techmediaco.com](mailto:Help@techmediaco.com)  
For sponsorship information please email [ROI@techmediaco.com](mailto:ROI@techmediaco.com)

**AUGUST 8 - 9**

TAMPA CONVENTION CENTER  
TAMPA, FL



**digitalsummit**  
T A M P A

Navigate the event with an up-to-date agenda plus the ability to rate sessions!  
[digitalsummit.com/tampa](http://digitalsummit.com/tampa)

**UPCOMING 2018 DIGITAL SUMMIT SERIES**

**Boston, MA**  
August 15-16

**Chicago, IL**  
September 26-27

**Minneapolis, MN**  
August 22-23

**Charlotte, NC**  
October 3-4

**Washington, DC**  
August 27-28

**Raleigh, NC**  
November 14-15

**Detroit, MI**  
September 12-13

**Dallas, TX**  
December 4-5

[digitalsummit.com](http://digitalsummit.com)



@DigitalSummits  
**#DSTAM**



Network:  
**Digital Summit**  
Password: **digital18**

[digitalsummit.com/tampa](http://digitalsummit.com/tampa)



Navigate the event with an up-to-date agenda plus the ability to rate sessions  
[digitalsummit.com/tampa](http://digitalsummit.com/tampa)

## WEDNESDAY, AUGUST 8

8:30am - 12:30pm

### AM Workshops

**Conquering the Customer Journey with Content Marketing** (Adestra Stage 1)  
 • Mike Huber, Vertical Measures

**Winning at SEO in 2018** (Excelerate Digital Stage 2)  
 • Janet Driscoll Miller, Marketing Mojo

**45 Tactics to Take Your Email from Zero to Hero** (Inzata Stage 3)  
 • Michael Barber, Godfrey

1:15pm – 2:15pm  
 Opening Keynote

**Corporate Social Responsibility: Socializing Good News** (Adestra Stage 1)

• Beverly Jackson  
 MGM Resorts International



2:30pm – 3:00pm

**Marketing Analytics: Get the Insights You Need Faster** (Adestra Stage 1)

Presented by **Alight Analytics**  
 • Matt Hertig, CEO

**SEO Quick Wins: 20% of Actions for 80% of Results** (Excelerate Digital Stage 2)

• Matthew Capala, Alphametic

**Beyond Campaigns: Finding Success with B2B Influencer Marketing** (Inzata Stage 3)

• Becca Taylor, Hewlett Packard Enterprise

3:15pm – 3:45pm

**Content Creation - Art or Science?** (Adestra Stage 1)

• Finola Austin, Refinery29

**Putting a Real Value on Your Testing and Optimization Program** (Excelerate Digital Stage 2)

• Steve Rude, Thomson Reuters

**Why Influencer Marketing is the Cheapest and Most Effective Form of Advertising** (Inzata Stage 3)

• Jake Hoffman, Invasion Digital Media

4:00pm – 4:30pm

**Tools, Tactics, and Algorithms For Game Changing Content** (Adestra Stage 1)

• Paxton Gray, 97th Floor

**Five Steps to a Data Driven Email Marketing Strategy** (Excelerate Digital Stage 2)

Presented by **Adestra**  
 • Bob Millar, Regional Director

**Trust and Relationship Building That's Vital to Make Your Digital Marketing Dominate** (Inzata Stage 3)

• John Hall, Influence & Co.

4:45pm – 5:15pm

**Thought Leadership Disrupted: New Rules for the Content Age** (Adestra Stage 1)

• Heather Taylor, The Economist

**How You Can Save Up To 50% on Your Digital Media Budgets** (Excelerate Digital Stage 2)

Presented by **Datawrkz**  
 • Senthil Govindan, CEO

**Building an Agile Workforce: How Mobile is Driving Remote Work** (Inzata Stage 3)

• Lisa Croft, Adobe

5:15pm – 6:15pm

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

## DAY 2

7:30am – 8:30am

**Morning Coffee Networking** hosted by **Sprout Social** (Sponsor Area)

8:30am – 9:00am

**From Frustration to Success with Link Building** (Adestra Stage 1)

• Mike Huber, Vertical Measures

**Accelerate New Customer Sales with Great Customer Experience & Onboarding** (Excelerate Digital Stage 2)

• Chike Farrell, Skykick

**Getting Executive Buy-In for Content Marketing** (Inzata Stage 3)

• Deana Goldasich, Well Planned Web, LLC

9:15am – 9:45am

**Making Lemonade: Traits Beyoncé Can Teach the Modern Marketer to Run the World** (Adestra Stage 1)

• Michael Barber, Godfrey

**How to Win with SEO and Content Marketing in 2018** (Excelerate Digital Stage 2)

Presented by **The HOTH**  
 • Rachel Hernandez, Marketing Manager

AGENDA DAY 1

**AI and Machine Learning in PPC Advertising** (Inzata Stage 3)

• David Szetela, FMB Media

10:00am – 10:30am

**The Age of Invisibility** (Adestra Stage 1)

• Mike King, iPullRank

**The Instagram vs. Snapchat Battle: Is Snapchat Dead Yet?** (Excelerate Digital Stage 2)

• Carmen Collins, Cisco

**Death to Boring B2B Marketing, Part 2: Jobs to be Done** (Inzata Stage 3)

• Cliff Seal, Salesforce

10:30am – 11:00am

**Networking Break**

11:00am – 11:30am

**Why 80% of Marketers are Failing with Display, and How to Fix it Fast!** (Adestra Stage 1)

Presented by **Genius Monkey**  
 • Jeremy Hudgens, CRO, Director of Client Solutions

**Digital Marketing Unlearned** (Excelerate Digital Stage 2)

• Ivonne Kinser, Avocados from Mexico

**How to Win the UX War on the Corporate Battle Field** (Inzata Stage 3)

• Lynne Adams, Johnson & Johnson

11:45am – 12:15pm

**Conflict, What is it Good For? Absolutely Everything** (Adestra Stage 1)

• Tyler Farnsworth, August United

**Get Millions of Impressions and Thousands of Followers on Instagram in 30 Days** (Excelerate Digital Stage 2)

• Brandon Seward, Viral Fuel

**Digital Goes Over the Top: Ad Strategies for the Connected OTT Consumer** (Inzata Stage 3)

Presented by **Spectrum Reach**  
 • Matt Miller, Sr. Digital Sales Manager

12:15pm – 12:30pm

**Grab a Lunch**

12:30pm – 1:30pm

**Lunch Keynote**  
**Zero-Dollar Marketing: Driving Global Impact Through Growth Hacking** (Adestra Stage 1)

• Andrew Malcolm  
 Evernote



## THURSDAY, AUGUST 9

1:40pm – 2:10pm

**Steady Success in a Changing Search Landscape** (Adestra Stage 1)

• Keith Goode, IBM

**Three Ways to Dramatically Improve Your Email Results** (Excelerate Digital Stage 2)

Presented by **Campaign Monitor**  
 • Lane Harbin, Senior Content Marketing Manager

**Harness Different Types of Video to Build Brand Loyalty and Drive Prospects to Your Company** (Inzata Stage 3)

• Jordan Lung, JL Video

2:20pm – 2:50pm

**The Power of Purpose** (Adestra Stage 1)

• Ryan Oliver, Twitter

**The Forgotten Phase of the Marketing Funnel: Driving Consideration in The Digital Age** (Excelerate Digital Stage 2)

• Nick Stagge, ExpertVoice

**Influencers: Cultivating a Powerful Network for Linkbuilding & Social Media Evangelism** (Inzata Stage 3)

• Bill Leake, Apogee Results

3:00pm – 3:30pm

**The Hank Moody Guide to Email Marketing: Authentic Messages that Provoke Response** (Adestra Stage 1)

• Karen Talavera, Synchronicity Marketing

**Experiential Marketing: How the Best Brands Amplify Their Live Experiences Through Digital** (Excelerate Digital Stage 2)

• Brendan Walsh, Mole Street

**Taking a Bite Out of the Local Search Pie** (Inzata Stage 3)

• Veronica Romney, LoSoMo

3:40pm – 4:10pm

**How to Hack Facebook's New Algorithm Changes** (Adestra Stage 1)

• Carlos Gil, Gil Media Co.

**How Your Website Just Became One of Your Highest Legal Liabilities** (Excelerate Digital Stage 2)

• Matt Weber, Google

4:10pm – 5:00pm

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

AGENDA DAY 2