

DIGITAL SUMMIT WASHINGTON DC 2018 SPONSORS



DIGITAL SUMMIT WASHINGTON DC 2018 PARTNERS



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VENUE AND CONFERENCE INFO



**WiFi Info**

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**Official Agenda**

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



**Digital Summit VIP Lounge**

The VIP Lounge (located in Room 149) is available to VIP Badge holders, Speakers and Sponsors for refreshments, light snacks, and a place to network and check email.  
Day 1: 12.30pm - 5.25pm  
Day 2: 8.30am - 4.45pm



**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?**

Sbarro located on the Corner of 7th and L Street is available from 11:00am - 7:00pm daily and offers pizza, salads and pasta.

VENUE AND CONFERENCE INFO



**The HOTH 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

**Detroit, MI**  
September 12-13

**Chicago, IL**  
September 26-27

**Charlotte, NC**  
October 3-4

**Raleigh, NC**  
November 14-15

**Dallas, TX**  
December 4-5

2019

**Phoenix, AZ**  
February 11-12

**Los Angeles, CA**  
April 10-11

**Kansas City, MO**  
May 15-16

**Atlanta, GA**  
May 21-22

**Austin, TX**  
June 4-5

**Portland, OR**  
June 11-12

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**AUGUST 27 - 28**

WALTER E. WASHINGTON CONVENTION CENTER  
WASHINGTON, DC

**digitalsummit**  
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Navigate the event with an up-to-date agenda plus the ability to rate sessions!

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MONDAY, AUGUST 27

8:30am - 12:30pm

**AM Workshops**

**Creating Foolproof Content Marketing That Customers Love** (SEMrush Stage 1)  
• Leigh George, freedom

**Winning at SEO in 2018** (Oracle Stage 2)  
• Janet Discoll Miller, Marketing Mojo

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

12:30pm

**Main Conference Registration Opens**

1:15pm - 2:15pm  
**Opening Keynote**  
**The Scientific Secrets of Perfect Timing** (SEMrush Stage 1)



• Daniel Pink  
Best-Selling Author

2:30pm - 3:00pm

**Audience Engagement Through Storytelling and Comedy** (SEMrush Stage 1)  
• Justine Davie, Marine Corps Veteran & Television Production

**Get More from the Emails You're Already Sending and Modernize Your Email Marketing Playbook** (Oracle Stage 2)  
• Bart Thornburg, Total Wine & More

**B2B is Dead (or is it?!)** (Resonate Stage 3)  
*Presented by Oracle*  
• Charlie Reverte, Sr Director

**How To Prepare Digital Campaigns for Voice Search** (APCO Worldwide Stage 4)  
• Sterling McKinley, Get Found

**3:15pm – 3:45pm**  
**Make Your Messages Count: Using Consumer Insights for Compelling Content** (SEMrush Stage 1)  
 • Brad Perry, authentic

**Behind the Scenes: How LinkedIn Marketers Master B2B** (Oracle Stage 2)  
 • Megan Golden, LinkedIn

**The Power of Purpose** (Resonate Stage 3)  
 • Nina Mishkin, Twitter

**Sound, Search and Semantics** (APCO Worldwide Stage 4)  
 • Upasna Gautam, Ziff Davis

**4:00pm – 4:30pm**  
**SEO Quick Wins: 20% of Actions for 80% of Results** (SEMrush Stage 1)  
 • Matthew Capala, Alphametic

**Three Ways to Dramatically Improve Your Email Results** (Oracle Stage 2)  
*Presented by Campaign Monitor*  
 • Nora Snoddy, Director of Communications

**Lessons Learned from People-Based Marketing in Today's Privacy Sensitive World** (Resonate Stage 3)  
 • Lizzy Hanna, Engine Media

**Competing in an Evolving E-Commerce Era** (APCO Worldwide Stage 4)  
 • Brendan Walsh, Mole Street

**4:50pm – 5:25pm**  
**Keynote**  
**How to Find and Tell the Story of Your Ideas** (SEMrush Stage 1)



• Tamsen Webster  
 The Red Thread

**5:25pm – 6:30pm**  
**Opening Reception** hosted by Campaign Monitor (Sponsor Area)

**DAY 2**

**7:30am – 8:30am**  
**Morning Coffee Networking** (Sponsor Area)

**8:30am – 9:00am**  
**Tools, Tactics, and Algorithms For Game Changing Content** (SEMrush Stage 1)  
 • Paxton Gray, 97th Floor

**Understand Your Audience – Become a Programmatic Rock Star** (Oracle Stage 2)  
 • Diane Sidden, Cisco

**Branded Entertainment or Entertainment Brand: Content As Franchise** (Resonate Stage 3)  
 • David Tochterman, Canvas Media Studios

**9:15am – 9:45am**  
**10 Critical Factors for Success in Content Marketing** (SEMrush Stage 1)  
 • Arnie Kuenn, Vertical Measures

**(Art)ificial: How to Build a Brand in an A.I World** (Oracle Stage 2)  
 • Anne Gherini, Affinity Inc.

**Designing for Turing: Voice, AI, and the Future of CX** (Resonate Stage 3)  
 • Jason Snook, CapTech Consulting

**How to Use Data to Drive Action and Achieve Your Digital Marketing Goals** (APCO Worldwide Stage 4)  
 • Anthony J. Calabrese, US Census Bureau

**10:00am – 10:30am**  
**Empathizing Your Way to Marketing Success** (SEMrush Stage 1)  
 • Leigh George, freedom

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

**Mission Possible: The Tom Cruise Guide to Building Your Brand for Search Success** (Resonate Stage 3)  
 • Grant Simmons, Homes.com

**Data Visualization for the Modern Marketer** (APCO Worldwide Stage 4)  
 • Midori Nediger, Venngage

**10:30am – 11:00am**  
**Networking Break**

**11:00am – 11:30am**  
**Bloody Hell! And Other Marketing Truths My British Mum Taught Me** (SEMrush Stage 1)  
 • Michael Barber, Godfrey

**Streamlined: Creating an Editorial Calendar to Optimize the Customer Journey** (Oracle Stage 2)  
*Presented by SEMrush*  
 • Marcela De Vivo, Digital Marketing Analyst

**Why 80% of Marketers are Failing with Display, and How to Fix it Fast!** (Resonate Stage 3)  
*Presented by Genius Monkey*  
 • Jeremy Huggens, CRO, Director of Client Solutions

**Three Actionable Ways to Amplify Video Marketing Success on Social Media** (APCO Worldwide Stage 4)  
 • Jason Hsiao, Animoto

**11:45pm – 12:15pm**  
**Content Creation - Art or Science?** (SEMrush Stage 1)  
 • Finola Austin, Refinery29

**Think Like A Fan: Create Relatable Content, Insight Meaningful Interactions and Activate Your Community of Fans** (Oracle Stage 2)  
 • Brian Fanzo, iSocialFanz

**Search Engine Optimization in a User First World** (Resonate Stage 3)  
 • Jake Finkelstein, Method Savvy

**Driving Better Performance with Insights: The Many Whys of Consumer Marketing** (APCO Worldwide Stage 4)  
*Presented by Resonate*  
 • Jason Schneider, Chief Revenue Officer

**12:15pm – 12:45pm**  
**Grab a Lunch**

**12:45pm – 1:45pm**  
**Lunch Keynote**  
**Building A Brand with Outrageous Marketing** (SEMrush Stage 1)



• Scott Dikkers,  
 Founder, The Onion

**2:00pm – 2:30pm**  
**How to Engage and Build Trust Among Millennials and Gen Z** (SEMrush Stage 1)  
 • Eric Asche, The Truth Initiative

**Inbound Video and the Death of Impersonal Marketing** (Oracle Stage 2)  
 • Ian Servin, Animus Studios

**Your Users Will Reward You For Using Accelerated Mobile Pages (AMP)** (Resonate Stage 3)  
 • Matt Ludwig, Google

**How To Prepare For Voice Search To Change Customer Discovery** (APCO Worldwide Stage 4)  
 • Collin Colburn, Forrester

**2:40pm – 3:10pm**  
**The Art and Strategy Behind An Effective Instagram Account** (SEMrush Stage 1)  
 • Quinn Tempest, Digital Strategy & Design Consultant

**Think Like a Designer** (Oracle Stage 2)  
 • Diamond Ho, Facebook

**Achieving Change with Digital: Transforming Online Action into Offline Results** (Resonate Stage 3)  
*Presented by APCO Worldwide*  
 • Rachael Siefert, Director, Digital Strategy

**Wrong Turn: How Marketers Are Missing Out By Not Using Location Intelligence** (APCO Worldwide Stage 4)  
 • Alba Serrano, UberMedia

**3:20pm – 3:50pm**  
**The Future Of B2B Marketing: Trends For The Contrarian Marketer** (SEMrush Stage 1)  
 • Jon Lombardo, LinkedIn

**Using Data to Find Your Brand's Best Advocates** (Oracle Stage 2)  
 • Lucy Caldwell, CrowdsKout

**Where are the Jetpacks!? Real Life Experience and the Digital Revolution** (Resonate Stage 3)  
 • Eric Shutt, SummitX

**4:05pm – 4:45pm**  
**Closing Keynote**  
**Transforming to a Digital Strategy for All of Humanity** (SEMrush Stage 1)



• John Yembrick  
 NASA

**4:45pm – 6:00pm**  
**Closing Reception** hosted by CrowdHost (Sponsor Area)