

INTERNET SUMMIT 2018 SPONSORS



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ADDITIONAL 2018 GLOBAL PARTNERS



PRODUCED BY
TechMedia

THURSDAY, NOVEMBER 15

How AI Will Let Us Be Marketers Again (ZoomInfo Stage 4)
Presented by IBM
• Alexandra Sardarian, Product Marketing

Search Engine Optimization in a User First World (SEMrush Stage 5)
• Jake Finkelstein, Method Savvy

Putting a Real Value on Your Testing and Optimization Program (Search Laboratory Stage 6)
• Steve Rude, Thomson Reuters

Seven Psychological Triggers Every Marketer Should Master (Mailjet Stage 7)
• Daniel Codella, Wrike

3:35pm – 4:05pm
How to Win the UX War on the Corporate Battle Field (Accelo Stage 1)
• Lynne Adams, Johnson & Johnson

Personalizing Emails and Notifications to Drive Customer Success (Ringba Stage 2)
• Seth Weisfeld, Pinterest

KPIs of Tomorrow: Pragmatic Advice for Digital Marketers (Alight Analytics Stage 3)
• Jeremy Goldman, The Firebrand Group

Programmatic Evolved: Advanced Targeting + Superior Tracking = Your Advantage (SEMrush Stage 5)
Presented by Genius Monkey
• Brian Lahey, Client Solutions Manager

Filmmaking in Marketing Simplified: How to Tell Better Stories (Search Laboratory Stage 6)
• Derek Diener, MAKE films

4:20pm – 4:50pm
Winning with Social: Finding Success Through Engagement, Creativity and Video (Accelo Stage 1)
• Ryan Spoon, ESPN

Tips, Tools, and Tactics For More Successful Content (Ringba Stage 2)
• Paxton Gray, 97th Floor

Harnessing the Power of Amazon: Customer Acquisition, Lead Generation, and Proof of Concept Sales (Alight Analytics Stage 3)
• Robyn Johnson, Best from the Nest

Talking to Technology: How Voice Can Improve Your Customer Experience (SEMrush Stage 5)
• Jon Nemargut, SAS

The Pitfalls of Being a Data Hoarder and 3 Steps to Recovery (Search Laboratory Stage 6)
• Angela Earl, Haatzama Marketing

4:50pm – 6:00pm
Closing Reception hosted by Campaign Monitor (Upstairs Sponsor Area)

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VENUE AND CONFERENCE INFO



AirStack VIP Lounge

The VIP Lounge - located in Room 304 - 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 - 5:30pm
Day 2: 8:30am - 4:50pm



Will I be able to view presentations after the conference?

Yes! All speaker slide decks that we're 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?

Concessions are located on the street level Main Lobby near Registration during the following times:
Day 1: 12:00pm - 4:00pm
Day 2: 10:00am - 3:00pm



Retreaver Charging Station

Need to power up? Drop your device off at the Charging Station located next to each Sponsor Area.



Venue Info

Upstairs / Level 400

- Accelo Stage 1
- Ringba Stage 2
- Alight Analytics Stage 3
- ZoomInfo Stage 4
- Sponsor Area

Street Level / Level 300

- SEMrush Stage 5
- Search Laboratory Stage 6
- Mailjet Stage 7
- AirStack VIP Lounge
- Sponsor Area
- Tee-shirt pickup
- Concessions
- Attendee Lounge



NOVEMBER 14 - 15

RALEIGH CONVENTION CENTER
RALEIGH, NC

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WEDNESDAY, NOVEMBER 14

8:30am - 12:30pm
Pre-Conference Intensive Workshops
Winning at SEO in 2018 (Accelo Stage 1)
• Janet Driscoll Miller, Marketing Mojo

Conquering the Customer Journey with Content Marketing (Ringba Stage 2)
• Mike Huber, Vertical Measures

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

Mindful Creativity: Developing the Most Important Skill of the 21st Century (SEMrush Stage 5 - 8:30am-10:30am)
• Jason Cranford Teague, InvisibleJets Studio

How to Hack Facebook's New Algorithm Changes (SEMrush Stage 5 - 10:45am to 12:45pm)
• Carlos Gil, Gil Media Co.

How to Build a Marketing Plan that Maps to Your Sales Pipeline (Search Laboratory Stage 6)
• Stephanie Ristow, Charter School Capital

1:15pm – 2:15pm
Opening Keynote
Building a Brand with Outrageous Marketing (Stages 1-3)



• Scott Dikkers
Founder, The Onion

2:35pm – 3:05pm
Marketing Analytics: Get the Insights You Need Faster (Accelo Stage 1)
Presented by Alight Analytics
• Matt Hertig, CEO

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

The Age of Invisibility (Alight Analytics Stage 3)
• Mike King, iPullRank

Data Visualization for the Modern Marketer (ZoomInfo Stage 4)
• Midori Nediger, Venngage

Re-Engagement that Rocks: Strategies & Tips from Simple to Sophisticated (SEMrush Stage 5)
• Jen Capstraw, Iterable

Rehearse for Real Time: Preparing for the Moments That Make Content Great (Search Laboratory Stage 6)
• Lauren Teague, Convince and Convert

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Global SEO: Five International Marketing Fails (Mailjet Stage 7)

Presented by **Search Laboratory**
• Nicola Winters, Head of Digital Marketing

3:25pm – 3:55pm
Differentiating Messages to Break Through the Noise (Accelo Stage 1)

• Dan Gilgoff, Digital News Leader

Unlocking Your Magic on YouTube (Ringba Stage 2)

• Matthew Williams, YouTube

Bloody Hell! And Other Marketing Truths My British Mum Taught Me (Alight Analytics Stage 3)

• Michael Barber, Godfrey

Payments: The Overlooked and Underappreciated Customer Experience Super Power (ZoomInfo Stage 4)

Presented by **BlueSnap**
• Joe Twer, Sales Director

Stop Yelling At Me: Cultivating Meaningful Customer Connections Through Strategic ABM (SEMrush Stage 5)

• Bradley Hearn, ChannelAdvisor

The Hank Moody Guide to Email Marketing: Authentic Messages that Provoke Response (Search Laboratory Stage 6)

• Karen Talavera, Synchronicity Marketing

Is it Time for Scrum to Scram? Alternative Agile Frameworks to Keep Marketers Sane (Mailjet Stage 7)

• Andrea Fryrear, AgileSherpas

4:15pm – 4:45pm
Ten Shortcuts to a Successful Content Marketing Program (Accelo Stage 1)

• Heather Levy, Gartner

The Art and Strategy Behind An Effective Instagram Account (Ringba Stage 2)

• Quinn Tempest, Digital Strategist

Three Ways to Dramatically Improve Your Email Results (Alight Analytics Stage 3)

Presented by **Campaign Monitor**
• Caroline Matis, Social Media Manager

Mind the Gap: How Location Data Connects Consumers' Online and Offline Journeys (ZoomInfo Stage 4)

• Mark Coffey, GasBuddy

The Digital Marketers Toolkit (SEMrush Stage 5)

• Thom Craver, CBS Interactive

Everyday Behavioral Science For Better Conversion Optimization (Search Laboratory Stage 6)

• Brian Massey, Conversion Sciences

Executing an Integrated, Multi-Channel Strategy to Grow Your Fan Base and Increase Sales (Mailjet Stage 7)

• Cary Murphy, The Brandon Agency

5:05pm – 5:40pm
Keynote

How to Talk to Your Customers in a Voice First World (Stages 1-3)

• Dave Isbitski
Amazon



5:40pm – 6:40pm
Opening Reception hosted by IBM (Upstairs Sponsor Area)

7:00pm – 8:30pm

The #ISUM18 Afterparty hosted by **Spectrum Reach** Isaac Hunter's Tavern - 414 Fayetteville St. *Registration Badge Required*

DAY 2

8:00am – 8:30am

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

8:30am – 9:00am

Attract and Retain Millennials by Speaking Their Language (Accelo Stage 1)

• Caroline Hubbard, LinkedIn

Applying an Airbnb-Mindset to Drive Growth (Ringba Stage 2)

• Daniel Dubois, Airbnb

Reuse, Recycle: How to Repurpose Your Content (Alight Analytics Stage 3)

Presented by **SEMrush**
• Ashley Ward, Digital Marketing Strategist

Flipping the Funnel: A Data-Driven Approach to Digital-First Communications Planning (SEMrush Stage 5)

Presented by **APCO Worldwide**
• Travis Bullard, VP/Director
Mary Alice Rose, Sr Consultant, Digital Strategy

Time and Relative Designs in Space (Search Laboratory Stage 6)

• Jason Cranford Teague, InvisibleJets Studio



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9:15am – 9:45am

#SpeedofCulture: Human-Centric Ideas That Get People Talking (Accelo Stage 1)

• Tom Chirico, Twitter

From Frustration to Success with Link Building (Ringba Stage 2)

• Mike Huber, Vertical Measures

Automate, Improve and Optimize your Lead Generation (Alight Analytics Stage 3)

• Dave Meyer, BizzyWeb

Digital Goes Over the Top: Ad Strategies for the Connected OTT Consumer (ZoomInfo Stage 4)

Presented by **Spectrum Reach**
• Ben Van Horn, Director of Digital Sales

Intent Data – A Game Changer for Sales & Marketing (SEMrush Stage 5)

Presented by **Marketo**
• Paulo Martins, Head of Global Digital Marketing

500 Different Website Visitors, 500 Different Web Experiences (Search Laboratory Stage 6)

• Joshua Camden, JCAMDN

10:00am – 10:30am

Building a Social Engagement Strategy That Works for Your Business (Accelo Stage 1)

Presented by **MailChimp**
• Brooke Hatfield, Social Media Associate

Send Great Email: How to Truly Communicate, Captivate and Connect with Every Subscriber (Ringba Stage 2)

Presented by **Email on Acid**
• John Thies, CEO

Lessons Learned in Content Personalization During the Worst Hurricane Month in History (Alight Analytics Stage 3)

• Allison Guidetti, The Weather Company

Winning the Local Search Game (ZoomInfo Stage 4)

• Scott Gardner, Choice Hotels International

Video Everywhere (SEMrush Stage 5)

Presented by **Adtaxi**
• Lindsay O'Connor, Sr Digital Sales Director

Hells SEO: The Gordon Ramsay Guide to EATING Your Way to Search Success (Search Laboratory Stage 6)

• Grant Simmons, Homes.com

Cut Email Design Time in Half (Mailjet Stage 7)

• Chris Grouge, Whereoware

10:30am – 11:00am
Networking Break

11:00am – 11:30am

Tech Entrepreneurship: Conversational Interview with Brooklyn Decker (Accelo Stage 1)
• Brooklyn Decker, Finery | *Moderated by Michael Barber*

Your Users Will Reward You For Using Accelerated Mobile Pages (AMP) (Ringba Stage 2)

• Ben Morss, Google

Connecting Consumers, Igniting Brands via Interactive Storytelling (Alight Analytics Stage 3)

• Steve Ramos, Steve Ramos Media

Why 80% of Marketers are Failing with Display, and How to Fix it Fast! (ZoomInfo Stage 4)

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

Social Video: It's All About Going Native (and the Natives are Mobile) (SEMrush Stage 5)

• George Potts, Fifth Influence

Uncharted Territory: Future Proofing Your Marketing for the Era of Conversational AI (Search Laboratory Stage 6)

• Christi Olson, Microsoft

CRO: The Art and Science of Guiding the Drunk (Mailjet Stage 7)

• Becky Davis, Spilled Tea Consulting

11:45am – 12:15pm
Refining Your Content Strategy to Drive Conversion (Accelo Stage 1)

• Heather Dettmann, Chipotle

What Marketers Can Learn About Social Media from DJ Khaled and Drake (Ringba Stage 2)

• Carlos Gil, Gil Media Co.

Think Like a Designer (Alight Analytics Stage 3)

• Diamond Ho, Facebook

B2B Omni-Channel: Transforming an Organization with People, Process and Technology (ZoomInfo Stage 4)

• Jenny Hooks, Cisco

Inbound Video and the Death of Impersonal Marketing (SEMrush Stage 5)

• Ian Servin, Consultant

Beyond Traffic Reports: Using Data, Organizational Messaging, and Passion to Reinvigorate Your Content Strategy (Search Laboratory Stage 6)

• Anna McHugh, Red Hat

Automating Workflows to Scale with Ease (Mailjet Stage 7)

Presented by **Accelo**
• Juan Parra, Head of Marketing

12:15pm – 12:45pm

Lunch Pickup & Break, box lunches sponsored by **Kadro**

12:45pm – 1:45pm
Lunch Keynote
This Is Marketing (Stages 1-3)

• Seth Godin
Best-Selling Author



2:05pm – 2:35pm

Rebranding: Making a 145-Year-Old Institution Not Only Relevant but Irresistible (Accelo Stage 1)

• Cynthia Round, Metropolitan Museum of Art

Conflict, What is it Good For? Absolutely Everything (Ringba Stage 2)

• Tyler Farnsworth, August United

Generation Entertain Me: How Gen Z is Changing Everything (Alight Analytics Stage 3)

• Monica Cravotta, WP Engine

How Does Your Martech Stack Stack up? Harness the Power of Your Tech Stack (ZoomInfo Stage 4)

Presented by **AirStack**
• Sabra Willner, Chief Marketing Officer, Lenovo
Arik Abel, Innovation Strategy & GTM Lead, Lenovo

How Overlooking African American Consumers is Impacting Your Bottom Line (SEMrush Stage 5)

• Stephanie Caudle, Black Girl Group

Three New Strategies for Optimizing Your Digital Campaigns with Dynamic B2B Data (Search Laboratory Stage 6)

Presented by **ZoomInfo**
• Anna Fisher, Senior Director of Marketing

The Forgotten Phase of the Marketing Funnel: Driving Consideration in The Digital Age (Mailjet Stage 7)

• Nick Stagge, Experticity

2:50pm – 3:20pm
Three Actionable Ways to Amplify Video Marketing Success on Social Media (Accelo Stage 1)

• Jason Hsiao, Animoto

Thought Leadership Disrupted: New Rules for the Content Age (Ringba Stage 2)

• Angela Everitt, The Economist Group

Using Facebook to Build High-Converting Sales Funnels for ANY Business (Alight Analytics Stage 3)

• Jordan Steen, Cereal Entrepreneur Academy

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