



Note: Additions/changes to the agenda are ongoing and will be updated as new information is provided.

**February 22, 2017
10 AM ET – 5 PM ET
A FREE Virtual Event**

Agenda

SESSION #1 – Opening Keynote

10:00 AM ET – 10:35 AM ET

Sponsored by: SnapApp

Moderator: Joe Pulizzi

Robert Rose
Chief Strategy Adviser
Content Marketing Institute
@Robert_Rose

The Rise of Emotional Data

Technology, Tempo and trust in a world that's already too automated.

Data, data, who has the data? One of our biggest mandates these days is gathering more and more data about our content, the audiences consuming it, and how it helps us make our customer experience more relevant. But one of the most underappreciated aspects of data is the intent in which it is given. It's easy to scrape data from every interaction we have with customers on our brand focused digital channels. But that's a bit like trying to understand my favorite food while watching me on surveillance camera in the grocery store. It's not WHAT I'm buying - it's WHY I'm buying it. What if we were using the data gathered from content that customers loved consuming? What if customers willingly gave us their information? Does that improve the VALUE of that data? Well, let's see if I can't make a case for just that; emotional data - not extracted from customers, but rather received from them. Let's track differently, align our technology, and re-value the mutual trust we are developing for our data.

SESSION #2 – Workflow

10:40 AM ET – 11:25 AM ET

Sponsored by: Workfront

Moderator: Joe Pulizzi

Matt Heinz

Founder
Heinz Marketing
@heinzmarketing

Heather Hurst
Director, Corporate Marketing
Workfront
@hehurst

30 Essential Tips to Document Your Content Marketing Workflow

Research conducted by CMI consistently shows that content marketers who document their content marketing strategy are more effective in nearly all areas of content marketing. But even with a documented strategy, content marketers often still lack a defined workflow structure; they may have direction, and enjoy more success than other teams, but chaos in their work processes keep them from achieving their potential.

Hear Heather Hurst and Matt Heinz present on the best practices for documenting your workflow so that you can successfully execute your content marketing strategy. With a proper documented workflow you can cut out work chaos and:

- Work fewer nights and weekends
- Justify the budget you need
- Eliminate silos and increase visibility
- Simplify approval processes
- Increase on-time delivery

SESSION #3 - Data

11:35 AM ET – 12:20 PM ET

Sponsored by: ON24

Moderator: Robert Rose

Mike Foley
Senior Director, Data Science
Pure Storage
@michaelefoley

Mark Bornstein
VP Content Marketing
ON24
@4markb

Using Data to Drive Engagement

Marketers are always being told to be data-driven, but what does that really mean and why is it important? Mike Foley, Sr. Director of Data Science at Pure Storage will discuss how to think about gathering and unearthing data that's right in front of you so you can learn more about your customers. Mark Bornstein, VP of Content Marketing at

ON24 will discuss how you can use that data to more effectively engage your customer.

In this session you will learn:

- How to collect and utilize the digital “breadcrumbs” to build rich customer profiles
- Which sources can be used to collect data – such as social, biometric, as well as The Internet of Things
- How to convert this data into segmentation and personalization opportunities to increase engagement
- How to adopt an engagement-based model across your marketing tech stack

CHAT SESSION #1

12:20 – 12:50 PM ET

Topic: Choosing Technology

Samantha Stone

Marketing Advisory Network

@samanthastone

SESSION #4 – Email

12:35 PM ET – 1:20 PM ET

Sponsored by: Marketo

Moderator: Stephanie Stahl

Gini Dietrich

Founder

Arment Dietrich

@ginidietrich

Michael Madden

Sr. Demand Generation Program Manager

Marketo

@mike_p_madden

Six Hacks to Optimize Your Email Drip Campaigns

In a world of marketing automation that literally allows you to email a person the moment they open their eyes each morning (OK, maybe not literally, but it sure feels that way), how do you stand out from the crowd and provide something truly valuable? We all have love/hate relationships with our inboxes. We all hate the “I’ve emailed you several times, but you must be trapped by bears” sales emails. We all unsubscribe to one newsletter, only to find 20 in its place. And yet ... email is still the most effective way to drive qualified leads. In this quick session, Mike Madden, senior demand generation program manager at Marketo and Gini Dietrich, CEO and author of Spin Sucks will walk you through six hacks that will make people leap with joy when your email lands in the inbox.

You will learn:

- How to optimize open and click-through rates;
- Two types of email drip campaigns that are most effective; and
- Two mistakes nearly everyone makes, and how to fix them.

CHAT SESSION #2

1:20 PM ET – 1:50 PM ET

Sponsored by: Highspot

Topic: Sales Enablement

Jill Rowley

Social Selling Evangelist

#SocialSelling

@Jill_Rowley

Sales Enablement: Know How Your Content is Used by Sales

As a marketer, you put your heart and soul (and budget) into creating quality content for your organization's sales team. Learn how modern sales enablement helps you take all that work to the next level by making it easy to find, manage, and track content, in turn helping sales reps achieve better performance via more effective customer engagements.

SESSION #5 - Video

1:35 PM ET – 2:20 PM ET

Sponsored by: Vidyad

Moderator: Joe Pulizzi

Paul Barron

CEO

Foodable Network

@paulbarron

Kimbe MacMaster

Content Marketing Manager

Vidyad

@Kimbe_Mac

Video Content Marketing: The Silver Bullet for Content Marketers

Everyone should know the basics of good video. In this seminar you will take it to the next level with a better engagement strategy and distribution model that will help deliver and define your audience. Join this webinar and learn:

- Why video has risen to the pole position of the content marketing world
- Why video for just video sake won't work any longer
- Tools and tactics that create a great video content plan
- The emergence of on demand and OTT and why this matters to you

SESSION #6 – Demand Gen

2:35 PM ET – 3:20 PM ET

Sponsored by: ion interactive

Moderator: Stephanie Stahl

Anna Talerico
Co-Founder
ion interactive
@annatalerico

Interactive Content for Demand Generation

Interactive content identifies and capitalizes on buyers' points of interest to accelerate demand. In this session we'll share an example of a real-world demand generation program that uses interactive content to motivate buyers to accelerate their journey from prospect to customer.

CHAT SESSION #3

3:20 – 3:50 PM ET

Sponsored by: Uberflip

Topic: ROI

Ellen Gomes, Sr. Content Marketing Manager, Marketo

SESSION #7 – SEO/Search

3:35 PM ET – 4:20 PM ET

Sponsored by: Act-On

Moderator: Robert Rose

Andy Crestodina
Founder
Orbit Media
@crestodina

Noelle Mahoney
Sr. Manager, Global Event Marketing
Act-On Software
@nolanmahoney

The What, Why, and How on Strengthening Your SEO Strategy for 2017

Abstract to come

SESSION #8 – Closing Keynote and Closing from Joe Pulizzi

4:30 PM ET – 4:50 PM ET

Sponsored by: SnapApp

Moderator: Joe Pulizzi

Matthew Patrick AKA "MatPat"
The Game Theorists
@MatPatGT

4 Secrets, 1 Million Views – How to Conquer Digital Video