CONTENT TECH

February 28, 2018
10 AM ET – 3:30 PM ET
A FREE Virtual Event

Agenda
10:00 AM ET – 10:05 AM ET – Opening Remarks
Robert Rose
Chief Strategy Advisor
Content Marketing Institute
@Robert_Rose

10:05 AM ET – 10:30 AM ET – Opening Keynote
Sponsored by:
Rohit Bhargava, Founder, The Non-Obvious Company, @rohitbhargava

How To (Actually) Predict the Future and Use Trends to Drive Customer Engagement with Content Marketing
How do you get ready for the next big thing when you aren't exactly sure what it will be? Even if you are sure, how do you build a strategy around it? Content marketers are innovators and creators, but it's hard for anyone to know what is coming next and what to do about it. This keynote will answer those questions.

Based on the popular and WSJ bestselling Non-Obvious trend series read by over 1 million people and sell-out appearances and workshops delivered in 32 countries around the world – this new talk from Rohit Bhargava will help you win the future. Using a combination of stories and insights about how to be a better curator of ideas along with sharing BRAND NEW insights from the 2018 edition of his annually updated trend research, this keynote will not only inspire you to think differently about your role as a content marketing leader, but also give you the real life actionable advice to better prepare for and win the future.

Sales Enablement
10:40 AM ET – 11:20 AM ET
Sponsored by: Showpad
Matt Heinz, Founder, Heinz Marketing, @heinzmarketing
Theresa O'Neil, CMO, Showpad, @tzoneil

Marketing's Forgotten Channel - Sales
We've all heard that "the world is flat", and with 6.8 decision makers per B2B purchase it's hard to argue against that observation.

Today's sellers must be able to sell into every role, industry and pain point. This kind of consultative selling isn't based on products- it revolves around the buying and selling of experiences.

Building an enablement loop that connects Marketing ROI to Sales impact can help companies map the buyer experience and ultimately, bring their business initiatives full circle.

In this webinar, you'll discover how to:
- Gain visibility into what actually works down the funnel
- Lead agile-buyer aligned conversations
- Bridge the gap between sales and marketing to drive more revenue faster with a better buying experience

Digital Marketing
11:30 AM ET – 12:10 PM ET
Sponsored by: Percolate
Robert Rose, Chief Strategy Advisor, Content Marketing Institute, @Robert_Rose
Stuart Eccles, Chief Product Officer, Percolate, @stueccles

Content Marketing's Technology Challenge
By now, most marketers have realized that technology is the engine for driving an agile and effective content marketing strategy. Yet they face major challenges when deciding which technologies will actually meet their needs. Is it the features of the technology that is driving the strategy, or is our strategy driving our acquisition of technology?

The sheer number of technologies that support the content marketing process is staggering and makes figuring out the right solutions difficult. In this ContentTech session, CMI's Chief Strategy Advisor Robert Rose, and Percolate's Chief Products Officer, Stuart Eccles will explore a framework that can help Marketers understand the right conversation to have with their IT colleagues - and the best practices for acquiring the right technology.

You'll learn:
- A framework helping to make the right technology decisions
- Best practices for your technology acquisition process

Workflow
12:20 PM ET – 1:00 PM ET
Sponsored by: Wrike
Claire Burge, CEO, WNDYR, @claireburge
Nishant Taneja, AVP Product Marketing Wrike, @wrike
3 Little-Known Workflow Game-Changers
To get a team to a place where workflows are optimized is easy and also very hard. Taking a step back to design it with leadership, process, system and individual players in mind is a way to create operational excellence that meets immediate and long-term

scalability goals. In her session, Claire Burge will unpack 3 counter-intuitive ways in which workflow can be designed, managed and applied in ways that result in customer delight and team happiness. Join her for a very practical session which will leave you with things you can put into action immediately and in the future.

Demand Generation
1:10 PM ET – 1:50 PM ET
Sponsored by: ion interactive
Tom Martin, Author, The Invisible Sale, @TomMartin
Stephanie Mansueto, Content Strategist, ion interactive, @stephmansueto

How to Google Proof Your Lead Gen Content Marketing Programs
Pigeon. Panda. Penguin. And all of those unnamed updates. It seems like every time you turn around Google is reminding you that they, not you, will determine who sees your content. And this means Google, not you, controls the top of your sales funnel.

But it doesn't have to be that way. By mapping your prospect universe for your key Propinquity Points, you can outwit Google and push your content to your online Embassies and Outposts, the online destinations your prospects most frequent when self-educating.

Tom Martin, author of The Invisible Sale, will introduce you to a world of Painless Prospecting, a counter-intuitive content marketing approach that will Google Proof your lead generation efforts.

You'll learn:
- Propinquity - what is it and why does it and not Google hold the key to your future content marketing success
- What are Embassies & Outposts and how do you use each to drive leads and sales
- Why Taco Trucks are some of the smartest marketers on the planet and how you can steal their secret sauce to grow your business

Social Media
2:00 PM ET – 2:40 PM ET
Sponsored by: Sprinklr
Ekaterina Walter, Author, *Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg*

Experience-Obsessed: Scaling a Thriving Global Enterprise in the Consumer-Empowered World
The average lifespan of Fortune 500 companies used to be 70+ years. Now, it's less than 15. Iconic businesses such as Kodak, Blockbuster, and BlackBerry either closed their doors or have been displaced by startups like Netflix, GoPro, and Airbnb who are employing more advanced business models. The pace of innovation is accelerating and

consumers are not just hyper social, they are empowered. The digital revolution reshaped the way brands need to look at scalability, success, and long-term survival. This session with Sprinklr's Ekaterina Walter, best-selling author and digital transformation leader, will explore the future of social business and how brands can digitally transform to increase the bottom-line, reduce costs, and manage risk and reputation in the social era.

Email Marketing
2:50 PM ET – 3:30 PM ET
Jessica Best, Director of Data-Driven Marketing, Barkley, @bestofjess

Data That Drives Email Marketing Relevance and Revenue
Marketers have fallen (back) in love with data. For years, we've shouted that we want MORE DATA... and we got it. But has it made us better marketers? Marketers average using 6-8 data sources across their marketing campaigns. Yet marketers still say reporting ROI is one of their biggest challenges.

You've got data, but do you have the data you need to achieve your email marketing goals? Jessica shares how to make data from a variety of sources useful in your email campaigns by making it work together.

Attendees will learn:

- How to determine if/which of your data is ready to power your email marketing program
- How to choose data to use in email that impacts the bottom line, a.k.a. bolsters email return on investment
- How to integrate multiple data sources, from easy plug-ins to robust data power tools

3:35 PM ET – 4:15 PM ET – Closing Keynote
Andy Crestodina, Co-founder and CMO, Orbit Media Studios, @crestodina

Higher Rankings in Less Time Through Data and Repurposing
You've been at this content thing for a while and you're busier than ever. But your traffic is stuck at the same levels. You're working harder for the same results you got last year. It's time to adapt. Go beyond the basics. Be more resourceful in your approach to your content.

We're going to teach you to get more traffic in less time:

- Transform day-to-day email communication into high ranking articles
- Find those non-obvious sources of content and collaborators
- Use content as a networking tool
- Make older articles more visible through simple updates
- Find the pages on your site that are already ready to rank

4:15 PM ET – 4:20 PM ET – Closing Remarks with Robert Rose