

INTERACT 17

CONFERENCE AGENDA

TUESDAY,
JUNE 13, 2017
9 A.M. - 5 P.M.

KEYNOTES

- + **Andy Crestodina**
A Content-Driven Approach to Conversion Optimization + How Your Content Inspires Your Visitors to Act
- + **Annie Cushing**
- + **John Fimiani**

PERSPECTIVES SESSIONS

Featuring digital leaders from around the region.

SPEAKERS:

- + **Jacob Baldwin**
Emerson
Frictionless Experiences
- + **Sudip Chaunduri**
LexisNexis
Analytics
- + **Shay O'Brien**
Lasik Plus
Search Marketing
- + **Jennifer Pritchard**
IGS Energy

BREAKOUTS

- + **The Invention of Millennials**
Tim Hwang, Google
- + **Future of MarTech**
Learn the current state of mobile and IoT, where the leaders will be in the next five years, and how we can start building the next generation of experiences for our users today.
Jeff Blankenburg, Amazon
- + **Podcasting for Content Marketing: How to Create, Market + Measure Your Own Show**
Salesforce's award-winning podcast host and producer, takes you behind the mic to learn how budget-friendly and effective this content marketing strategy can be.
Heike Young, Salesforce
- + **The Journey to a Better Bar Graph**
Learn how to visualize information in an intuitive and beautiful way.
Daniel Orbach, Moment

- + **Content's Grim Future: Fake News, VR + Voice Search**
With heightened awareness around fake content and new technology that will largely eliminate visibility of choice, what does brand participation look like and how do you need to prepare?
Adam Deardurff, Cardinal Solutions
- + **Audience Research**
Mary Garrick, Upward Brand Interactions
- + **Snapchat, Instagram and Facebook Video Strategies for Marketing Your Business**
One of the world's thought-leaders on real-time video for business will teach you advanced strategies for dominating Snapchat, Instagram and Facebook in 2017.
Carlos Gil, BMC Solutions

INTERACT17 OFFERS TWO DAYS OF PROFESSIONAL DEVELOPMENT

MONDAY, JUNE 12 | 9 A.M. - 3 P.M.

Workshop Day (optional) - Come a day early and get practical answers to your toughest marketing problems at the Digital Edge Workshop Day on Monday, June 12. This is an optional add-on to your main conference ticket. Choose from one of three tracks:



LEAD GENERATION



CUSTOMER EXPERIENCE



ANALYTICS + ROI



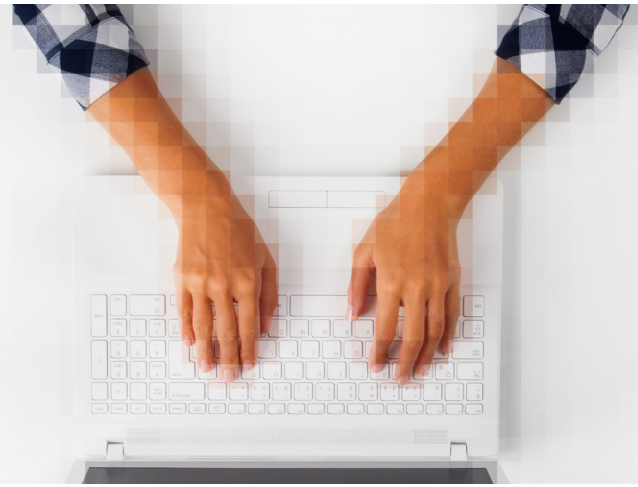
GET YOUR EARLY BIRD TICKET BY **APRIL 24 + SAVE \$75**

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DIGITAL EDGE WORKSHOPS



MONDAY, JUNE 12, 2017 | 9-3 P.M.
THE OHIO UNION AT OHIO STATE UNIVERSITY

**NEW
IN 2017**

Join us the day before Interact17 for Digital Edge workshops—
in-depth digital marketing classes led by our Interact17 keynotes,
breakout speakers and other industry experts.

CHOOSE FROM THREE OBJECTIVE-BASED WORKSHOPS:



LEAD GENERATION

Take your relationship with sales to the next level and learn more about how to use digital marketing to generate and close leads.



CUSTOMER EXPERIENCE

Increase revenues, increase customer satisfaction and create company advocates by rethinking and improving your customer experience.



ANALYTICS + ROI

Put the data you collect from your digital marketing programs and campaigns to work!
Learn more about using analytics and proving ROI.

Each objective-based workshop will feature three unique sessions throughout the day, focusing on different elements and tactics that tie back to the bigger objective you choose. You'll leave equipped with insights, actionable advice and guidance to update your digital marketing campaigns as early as the next day.



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