

# The 7th Annual Louisville Digital Association Summit

presented by Brown-Forman

October 8, 2015 | Muhammad Ali Center, 144 N. 6th Street, Louisville, Ky.

## TENTATIVE AGENDA - SUBJECT TO CHANGE

8-8:30 a.m.	Networking, Breakfast	
8:30 a.m.	Introductions	Jason Falls
8:40 a.m.	Opening Keynote 40 minutes + 10 minutes Q&A	Dan Pfeiffer CNN
9:30 a.m.	Crowdsourcing 40 minutes + 10 minutes Q&A	Jason Hiner TechRepublic
10:20 a.m.	Break	
10:35 a.m.	NeuroMarketing 40 minutes + 10 minutes Q&A	Roger Dooley <i>Brainfluence</i>
11:25 a.m.	Case Study: Integrated Communications 30 minutes + 10 minutes Q&A	Sara George Ky. Transportation Cabinet District 12
12:05 p.m.	The Connected World 20 minutes + 5 minutes Q&A	Ted Wendling Verizon Wireless
12:30 p.m.	Lunch	
1:15 p.m.	The Content Code 40 minutes + 10 minutes Q&A	Mark Schaefer Schaefer Marketing Solutions
2:05 p.m.	The Good, Bad and Ugly of Native Advertising 40 minutes + 10 minutes Q&A	Panel Discussion featuring: Insider Louisville, Shift Communications, Elasticity, BuzzFeed, TBD.
2:45 p.m.	Break	
3:00 p.m.	What happened to building community? 30 minutes + 10 minutes Q&A	Rosemary O'Neill Social Strata
3:40 p.m.	Becoming a Measurement Ninja 40 minutes + 10 minutes Q&A	Christopher Penn Shift Communications
4:30 p.m.	What Didn't We Learn? 15 minute discussion & Q&A	Jason Falls & speaker roster
4:45 p.m.	Closing	