



**2016 Digital Crossroads
A G E N D A
Oct. 20-21 | Horseshoe Southern Indiana Hotel & Casino**

Thursday, Oct. 20

<u>1:30-1:50 p.m.</u> Showroom	Opening Remarks & Welcome Jason Falls
2:00-2:45 p.m.	<u>Breakout Session 1</u>
Showroom	<i>Become a Social Selling Powerhouse with LinkedIn</i> Nicole Hudson, Inbound Lead Solutions; Heather Dopson, GoDaddy
Bossier City Room	<i>Notorious B.I.G. Data</i> Tommy Spalding & Brian Mulligan, Courier-Journal Digital Media
Council Bluffs Room A	<i>How to Achieve 4300% ROI on email marketing</i> Anthony Antonicello, Delivra
Council Bluffs Room B	<i>Multimedia Tips & Tricks (PANEL)</i> Nick Mattingly, Switcher Studio; Chaz Rough, Yogamazing/Primitive Media; Dan Vonderheide, Louisville.a.m. Hosted by Jason Falls
<u>3:00-3:45 p.m.</u>	<u>Breakout Session 2</u>
Showroom	<i>Local Digital Marketing 2.0 (With Lasers!)</i> Mike Corak, DAC Group
Bossier City Room	<i>What You Need to Know About Social Advertising</i> Christy Belden, Norton Healthcare
Council Bluffs Room A	<i>Rules of Engagement: Navigating the Influencer Marketing Landscape</i> Emily Ho, Authentically Social
Council Bluffs Room B	<i>Storytelling Through Snapchat</i> Hailey Heishman, LEAP
<u>4:00-4:30 p.m.</u>	<u>General Session</u>
Showroom	<i>The Way to Digital Customer First</i> Colin Burns, Sprinklr
Showroom	Day 1 Recap & LEAP Cocktail Reception Jason Falls



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(Continued)**

Friday, Oct. 21 (All Sessions in Showroom)

- 9:00-9:15 a.m. Opening Remarks & Welcome
Jack Speer, NPR & Jason Falls, Louisville Digital Association
- 9:20-10:00 a.m. OPENING KEYNOTE:
Modern Leadership: The 5 Habits to Success & Happiness
Erik Qualman; Author & Speaker; *Socialnomics, Digital Leader*
- 10:10-10:50 a.m. *Digital Technology 301: How Current & Future Technology
Will Shape Online Advertising*
Mike Smith, Hearst Publications
- 10:50-11:05 a.m. BREAK
- 11:10-11:50 a.m. *How the ID Graph Enables People-Based Marketing*
David Hibbs, Oracle
- 11:55-12:35 p.m. *Sales & Marketing Alignment: The Romantic Comedy of Lead Generation*
Nicole Hudson, Inbound Lead Solutions
- 12:35-1:20 p.m. LUNCH (Served in Showroom)
- 1:25-2:05 p.m. *You Gotta Have Personality: Why the Customer is Craving Video*
Tara Hunt, Truly Social
- 2:10-2:50 p.m. *What's Your Idea? How to Bring it to Life and Change the World*
Shonali Burke, Shonali Burke Consulting
- 2:50-3:05 p.m. BREAK
- 3:10-3:50 p.m. *Building Digital Experience to Win Friend and Influence Customers*
Rick Wion, The Kellogg Company
- 3:55-4:35 p.m. *Hug Your Haters*
Jay Baer, Convince & Convert
- 4:35-4:50 p.m. *The One Thing you Need to do Now*
Jason Falls, Louisville Digital Association
- 4:50-6 p.m. DAG Group Cocktail Reception