

LOUISVILLE DIGITAL ASSOCIATION

**DIGITAL**



2017 Workshop & Conference Program

Nov. 2 & 3, 2017  
Holiday Inn Louisville East  
Louisville, Ky.

Presented by



# DIGITAL



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## DIGITAL CROSSROADS WORKSHOP

### THURSDAY, NOVEMBER 2

**1:00-1:15 p.m.**      **Opening Remarks & Welcome**  
Grand Ballroom      Jason Falls

**1:15-1:45 p.m.**      **Opening Keynote**  
***Networking for Nice People***  
Dave Delaney, Future Forth

In our opening session, popular keynote speaker, author and digital marketing consultant, Dave Delaney, will provide you with the skills needed to start conversations, remember names and listen effectively when networking. New relationships born during conferences lead to new customers, employees, investors, partners and friends. Networking *nicely* is a win-win for everyone. Dave will teach you how to have fun doing it.

The presentation is based on his book, *New Business Networking*, which includes humorous and inspiring stories to encourage you to make new connections.

#### **About Dave**

Dave Delaney is a popular keynote speaker, author and digital marketing consultant. He is the founder Futureforth.com and NetworkingForNicePeople.com. Delaney is best recognized for his work in the digital marketing, social media strategy, and business networking spaces. Delaney is the author of the acclaimed book, *New Business Networking*, and has a bi-monthly column in *The Tennessean* newspaper.

Delaney has been featured in *Billboard Magazine* as a digital marketing expert to follow on Twitter. In 2015, *Forbes* featured him as a professional networking expert to watch. Delaney has also appeared in the media in *USA Today*, *Forbes*, *Entrepreneur*, BBC, CBC, Mashable, *Venture Beat*, *The Tennessean*, *Nashville Business Journal*, and *The Toronto Globe and Mail*.

**2:00-2:45 p.m.**      **Breakout Session 1**

**Grand Ballroom**      ***Vlog Like a Boss***  
Amy Schmittauer, Savvy Sexy Social

Anyone can start a vlog. But with Amy Schmittauer's help, you can vlog like a boss. In this breakout session, Schmittauer coaches people to go after what they want in life and leverage online video to make it happen.

There are so many options for video today — and so many brands doing it poorly — that it can be difficult to know where to start and how to stand out. Discover Schmittauer's blueprint for personal connection through "vlogging" with actionable tactics that will position you as the leading

**2:00-2:45 p.m.      Breakout Session 1 (continued)**

resource in your field, and more importantly activate a rabidly-loyal community who will stay with you for a lifetime.

**About Amy**

Schmittauer's a new-media triple threat — YouTuber, keynote speaker and best-selling author. Owner of two marketing companies — Aftermarq and Vlog Boss Studios — and creator of the popular YouTube series Savvy Sexy Social, Schmittauer speaks to and works with a global community about leveraging online communication for brand awareness. In her best selling book *Vlog Like a Boss: How to Kill It Online with Video Blogging*, she shares her collection of strategies and tactics to help you create video that gets the attention you deserve. She covers the various points and questions all marketers should ask and expect from their digital campaign including: reporting, fraud, real costs, data and emerging trends in data science, people-based marketing and all channels moving towards programmatically traded media.

**Ellis Turfway**

***Using Social Media to Your Advantage***

Stephanie White, Louisville Family Fun

Efficient can be effective — and for small businesses, there's no more efficient or effective tool than social media. In this breakout session, Louisville Family Fun's Stephanie White tells you about 15 things small businesses can do to expedite their social media engagement, growth and increase brand recognition and loyalty without losing effectiveness.

**About Stephanie**

Stephanie White is the Chief Fun Finder at LouisvilleFamilyFun.net, which she founded in 2009. She spends her days digitally delivering fun to Louisville families and connecting them to local businesses and organizations that can add value to their lives.

**Carriage Room**

***Local Digital Marketing: More than a Listing***

Mike Corak, D.A.C. Group

When marketers talk about local digital marketing, conversations almost always focus on local search. *Are our location pins visible in the maps channel? Is our information correct? How do our reviews look?* In this breakout session, digital marketing guru Mike Corak explains that while these are important questions to answer and have a huge impact on business, the truth is that local digital marketing encompasses so much more. As technology, marketing capabilities, and user needs scale, so does our ability to engage with audiences in locally relevant ways across all digital channels.

**2:00-2:45 p.m. Breakout Session 1 (continued)**

**About Mike**

Mike Corak is vice president and general manager at DAC Group, one of North America's leading digital performance agencies. He's developed and implemented integrated digital strategies for hundreds of diverse companies, including Coca-Cola, FedEx, and Disney. He's also the co-founder of content marketing agency Ethology, and has led strategy teams at Ethology, Off Madison Ave and iCrossing.

**Derby Room**

***Programmatic And You***

Jeff Hastedt, BrkThru Digital

Helping to harness the selling power behind digital advertising is Jeff Hastedt's specialty. In this breakout session, he'll teach you what programmatic media buying is and how it works for you. We'll also discuss the various points and questions all marketers should ask and expect from their digital campaign including: reporting, fraud, real costs, data and emerging trends in data science, people-based marketing and all channels moving towards programmatically traded media.

**About Jeff**

Jeff Hastedt co-founded BRKThru Digital, a startup specializing in programmatic, social and digital consulting in 2017 along with other programmatic industry veterans. Previously, he worked at Goodway Group, the largest independent managed-service programmatic firm for four years, where he learned the value of educating as many clients as possible on the nuances of programmatic media.

He also brings 10 years' experience in mass media with CBS, Clear Channel/iHeart, and Powerhitz.com assisting brands and leading international digital campaigns for clients such as Ford, Indian Motorcycles, Novo Nordisk and Lennox amongst others. His go to strategy is looking beyond basic tactics to find innovative uses of digital products that maximize results and budgets. He's often seen as an invaluable resource for brands looking for growth in the digital space because of his ability to understand the client-agency relationship and provide the tools and support needed to grow their digital media expertise. He is currently an active member of ad clubs across the Midwest and regularly participates in club events. His three passions are digital, dogs and dessert...not necessarily in that order. Jeff is married and resides in Detroit, Mich.

3:00-3:45 p.m.

## Breakout Session 2

Grand Ballroom

### ***Creating Compelling Visual Content***

Wil Heuser, TheLoup.com

Your brand needs compelling visual content to stand out from the crowd. And Wil Heuser is just the guy to show you how to create it. In this breakout session, he'll leverage his background in television to lead you through creating dynamic, engaging content that will make an impression on your target customers.

#### **About Wil**

Wil Heuser is an American actor, producer, and television personality best known for his roles in the HBO series *Mama Dallas* and the CBS reality show *Big Brother*. He is also known for his philanthropic work and social activism, including LGBTQ rights and gender equality.

Born and raised in Louisville, Ky., Heuser began his career at the age of 14 as a singer/songwriter. In his early 20's Heuser transitioned from the recording industry to acting starring in television series like *The Big Gay Sketch Show* on the LOGO Network. He currently is President and CEO of TheLoup.com, Louisville's first online entertainment network.

Ellis Turfway

### ***Get Them There: PR and Marketing for Events***

Candace Jaworski, Baldwin Marketing and Christine Vaughan, 502 Social

Candace and Christine, otherwise known as C-Squared, are teaming up to talk about how you can market your event through Social Media, PR and networking to get people to show up. They'll also talk about the trials and tribulations of getting sponsorship dollars. They have produced such events as the NuLu Festival, Old Louisville SpringFest, Lou Year's Eve and had a hand in last year and this year's Digital Crossroads.

#### **About Candace and Christine**

Christine is the owner of 502 Social, a Event logistics and management company. Prior to starting her own company in 2010, Christine spent the majority of her career in nonprofit event management, fundraising and marketing. She loves to plan events, and a checklist makes her smile. In her spare time, Christine contributes her project management skills to several community organizations. She is the current president of the Louisville Digital Association, sits on the Girl Scouts of Kentuckiana Board of Directors, and is a former executive committee member of Greater Louisville Outstanding Women. She has been a girl scout leader for 8 years of the best troop ever.

For nearly 20 years, Candace Jaworski has been in the creative industry holding a variety of positions from packaging designer to account manager. She now holds the title of Owner/President of Baldwin Marketing a boutique marketing agency

**3:00-3:45 p.m.      Breakout Session 2 (continued)**

that offers traditional advertising, social media, online marketing, and event planning services for local, independent businesses and non-profits. Her volunteer efforts in the Louisville community are vast. She's helped in marketing efforts for the Young Professionals Association of Louisville, served as President of the Louisville Graphic Design Association (now AIGA-Louisville), served as President of the Advertising Federation – Louisville, and is currently on the board of the Louisville Digital Association. Her commitment to the community led to her being a Business First Forty Under 40 Honoree in 2010.

**Carriage Room      *Leveraging User Stories Across the Project Lifecycle***  
Paige Moore, DBS Interactive

User stories are a common and effective way to define requirements and verify functionality, but they're often misunderstood or overlooked outside of technical teams. In this breakout session, Paige Moore will outline how to incorporate user stories through every stage of a project, including content development and ongoing post-launch measurement.

**About Paige**

Paige Moore is **Director of Client Strategy at DBS Interactive**. Moore has nearly 20 years of experience in digital marketing and PR, primarily with large healthcare companies and digital agencies, as well as several years of experience in news broadcasting. Her passions include campaign integration, information architecture, UX research, and brand messaging strategy.

She has won several awards, including an IABC Gold Quill, and has been a featured speaker for organizations including the American Marketing Association (AMA) and Public Relations Society of America (PRSA). Moore holds a B.A. in psychology from Kentucky Wesleyan College and a M.A. in public relations from Ball State University.

**Derby Room      *Contextual Healing: The Power of Content Marketing and Native Advertising Done Right***  
Brian Eichenberger and Jim McKiernan, Insider Louisville

Branded content is all the rage. But how do you do it without selling your soul? Insider Louisville's Brian Eichenberger and Jim McKiernan offer a fun and informative guide to who is killing it and who is getting killed in the world of sponsored content — and how you can make sure you and your brand succeed in this new Wild West.

**3:00-3:45 p.m.      Breakout Session 2 (continued)**

**About Brian and Jim**

Brian Eichenberger and Jim McKiernan work at Louisville online news and feature site, Insider Louisville. McKiernan is a transplant from Chicago, with more than 15 years of business development and sales experience in digital media. Most recently, he worked for the Tribune Company. In 2004, he helped start Infoition, a boutique media intelligence company whose clients included the White House, federal agencies, Congress, and Fortune 500 companies. Prior to Infoition, Jim also worked on Capitol Hill for then Congressman Mark Kirk (IL-10) as a legislative aide and political advisor (2001-2004).

Brian Eichenberger spent more than a decade developing out-of-the-box concepts for radio marketing teams and now channels that creative energy at Insider Louisville by consulting businesses looking to cement their brand identity with content marketing. He is an avid podcaster who adores conversation and storytelling. When not at the Insider offices, he is writing or consulting on marketing, social media and the concert industry. Find his weekly thoughts on life and business cataloged in a column at YesLouisville.com.

**4:00-4:45 p.m.      Breakout Session 3**

**Grand Ballroom      *Making Research Work for You***

Timothy Sauer, Ph.D. Senior Data Scientist, LEAP

Research doesn't require a six-figure budget and a dedicated research agency anymore. Learn about traditional and digital research methodologies that you can employ to better understand your audience - from *how they search*, to *what content they consume*, to *where they consume it*.

**About Timothy**

Timothy Sauer has spent the past decade in the field of research and analytics, honing his skills in a wide variety of verticals, from K-12 district level planning to program evaluation for non-profit organizations. Over the past five years, he has worked in digital marketing, shifting the paradigm about research and championing the value of data in all levels of strategy. At LEAP, he has played a pivotal role in the evolution of the agency's digital performance reporting and developed a full-suite of research capabilities now available to the agency's clients.

**Ellis Turfway      *Listen Online or Suffer the Consequences***

Amanda Henson, Kindred Healthcare

**Listen Online or Suffer the Consequences**

More than 80 percent of consumers research companies and products online before purchase. Do you know what they'll find? If you aren't actively listening to



**4:00-4:45 p.m.      Breakout Session 3 (continued)**

what your customers are saying about you, you could be losing new customers and your business will suffer. In this breakout session, Amanda Henson, Director of Online Reputation at Kindred Healthcare, gives you the must-know tips and tricks to managing your brand's online sentiment.

**About Amanda**

Amanda Henson, Director of Online Reputation Management at Kindred Healthcare, has worked in social media and online reputation for nearly a decade and has been leading Kindred's ORM team for more than a year, focusing on the department's education and outreach program. Henson is dedicated to empowering brands and individuals to take control of their online reputation through monitoring, engaging, and creating operational change.

**Carriage Room      *Five Steps to Becoming a Social Selling and Lead-Generation Power House with LinkedIn***

Nicole Hudson, Inbound Lead Solutions

Social selling isn't just a buzzword -- it's become a crucial way for successful sales and marketing professionals to communicate and build relationships. Social selling is about leveraging your social network, and your company's brand, to find the right connections, build trusted relationships, and ultimately, achieve your business and lead generation goals. In this workshop, you will understand the major pillars of social selling, how to align your personal brand with your company brand and step-by-step methods and marketing executions for how to strategically leverage all of LinkedIn to achieve success.

**About Nicole**

Nicole Hudson is the founder of Inbound Lead Solutions. Her marketing strategies have been recognized two consecutive years by Franchise Media Group's Star Awards and, in 2016, by DBusiness Awards. She's developed social media strategies for TV's *Be the Boss* and *Undercover Boss*, and collaborated to publish, *The Advanced LinkedIn PR Handbook*.

**Derby Room      *How to Utilize Social Media When Your Boss Doesn't Get It***

Jason Mudd, YesLouisville!

Knowing social media marketing can help your business is a great thing. Being the only one in the company who does is not. So what do you do when those holding the purse or decision strings just don't get it? In this workshop, Jason Mudd of YesLouisville will take you through ideas on how to get those strings loosened and

**4:00-4:45 p.m. Breakout Session 1 (continued)**

gain support from those who aren't digital users. He'll also show you how to communicate through generational differences and align leadership on how new marketing is done.

**About Jason**

Jason Mudd is a father, husband, strategist, and student. He loves to dig into what makes people tick and find the best practices for living life, and has created a platform [Yes Brands] that allows him to share these tips with everyone. Born and raised in Louisville, Ky., he looks to the positive side of life and hopes to show people the power that they have within themselves to make their lives better, which in turn affects change in communities.

**4:45-6:00 p.m. Grand Ballroom**  
**General Session**  
**Day 1 Recap & D.A.C. Group Cocktail Reception**



## 2017 Digital Crossroads AGENDA (Continued)

### Friday, Nov. 3 (All Sessions in Grand Ballroom)

8:45-9:00 a.m.

#### **Welcome & Introductions**

Christine Vaughan, LDA President; Jason Falls, Emcee and LDA Co-Founder

9:00-9:40 a.m.

#### ***Known: How to Build and Unleash Your Personal Brand in the Digital Age***

Mark Schaefer, Best-Selling Author & CEO of Schaefer Marketing Solutions

Mark Schaefer's new book, "KNOWN," is inspiring people and changing their lives. In this workshop, Schaefer helps you leverage digital media to make your personal brand more "KNOWN." Becoming "known" is different than being famous, and may be the only sustainable career advantage we have today.

#### **About Mark**

Mark W. Schaefer is a globally-recognized keynote speaker, educator, business consultant, and author who blogs at {grow} — one of the top marketing blogs of the world. He has worked in global sales, public relations, and marketing positions for 30 years, and now provides consulting services as Executive Director of U.S.-based Schaefer Marketing Solutions. He specializes in marketing strategy and social media workshops, and clients include both start-ups and global brands such as Adidas, Johnson & Johnson, Dell, Pfizer, The U.S. Air Force, and the UK government.

9:45-10:25 a.m.

#### ***Bringing Influencer Marketing to Your Company***

Frank Guardi, Influence Marketing Manager, IBM

Whether you're thinking about starting an influencer program or have been involved in one for years, Frank Guardi, from IBM, can help you make a bigger impact. In this workshop, he will review five key things you should consider when operating an influencer program. Hear how you can optimize your marketing strategy by leveraging influencer marketing.

#### **About Frank**

Frank Guardi has spent the past several years leading IBM's Influencer program for IBM Watson Marketing and Watson Commerce. He has worked with with more than 75 influencers, spanning across North America, Germany, Spain, France and England. Guardi has worked with influencers to grow IBM's SOV at both proprietary and nonproprietary events by more than 50 percent, and has led influencer

content creation including blogs, videos, webinars, eBooks and more. He is recognized as an emerging leader within IBM.

**10:25-10:40 a.m. BREAK**

**10:40-11:20 a.m. *Multicultural Millennials: Connect for Growth***

Becky Arreaga, Mercury Mambo

Representing 42 percent of the country's Millennial population, multicultural millennials are flexing their buying muscle more now than ever. This increasing buying power, coupled with cultural predispositions towards fashion, style, quality and traditions, make multicultural millennials the ideal consumer segment to fuel growth across virtually all consumer segments. This session will help you "Redefine Retail" through a multicultural lens. Highlights will include an overview of multicultural America, an understanding of the digital landscape, and actionable insights to leverage digital strategies to build lasting and profitable relationships.

#### **About Becky**

Agency President Becky Arreaga, along with business partners Liz Arreaga (also her sister) and Lynn Currie, formed Hispanic marketing agency Mercury Mambo in 1999. Headquartered in Austin, Texas, Mercury Mambo specializes in developing targeted experiential and shopper marketing campaigns designed to drive sales at the point "Where Commerce and Culture Collide." Arreaga earned a BA from Texas Tech University and an MA in Advertising at The University of Texas at Austin. She currently serves on the National Board of Directors of the College of Mass Communications at Texas Tech University, the Institute for Hispanic and International Communications at Texas Tech University and the Board of Directors for the United Way for a Greater Austin. She is an award-winning graphic designer, having won 3rd place in her third grade fire prevention poster contest.

**11:25-12:05 p.m. *Avoid the Horrors of Modern-Day Marketing***

Jon Hawkins, Workfront

Marketers are always fighting with workflow chaos — simple approval processes can take weeks; management's priorities are a moving target; budget issues delay deliverables; spreadsheets, disparate tools, meetings and email threads create information silos between teams, making your daily work a scary proposition.

In this workshop, Workfront Manager of Solutions Engineering, Jon Hawkins, teaches five valuable tips on how to make the "horror movie" of your day-to-day marketing work worthy of an Oscar nomination. He'll cover how to escape your mutating workload; conquer your constantly changing job requirements; stay on top of your deadlines and defeat fire drills; fight for and gain respect from other parts of your organization; and survive the current and future workplace.

#### **About Jon**

As Manager of the Solutions Engineering team at Workfront, Jon Hawkins consults with some of the largest brands and agencies around the world on improving workflows, productivity, and collaboration across their creative organizations. Prior to Workfront, he spent eight-and-a-half years working at public relations and marketing agencies. He holds an MBA and is an avid sports fan, traveler, and family man. He and his wife, Mary, have four children who keep them very busy.

**12:05-1:00 p.m. LUNCH (Served in Grand Ballroom)**

**1:00-1:40 p.m. *Be Bold: In Design, Leadership and Life***

J. Dontrese Brown, Executive Director, The Edge, Randolph-Macon University

The duty of creative leaders to produce design solutions of change is paramount – but so are the actions of influence that align with that responsibility. In this workshop, J. Dontrese Brown will teach you how to find your purpose and identify the passions that drive it. He will also teach how to influence critical transformational shifts within their companies and organizations but more importantly, their lives and the communities around them. **Be Bold.**

#### **About Dontrese**

J. Dontrese Brown is a motivational creative design professional who has brought passion, inspiration and dedication to each opportunity in his professional journey. He has led various teams from a creative and development perspective, building strong relationships, pushing processes and design to the maximum. His thirst for brand design, creative strategy and teamwork is the driving force that inspires all those around him. He began his creative journey as an abstract painter at Georgetown College, eventually earning a BFA in Graphic Design. After earning his MA, he returned to academia, holding diverse roles as a professor, assistant football coach and art director before moving to advertising agencies. Currently, Brown is executive director of The Edge program at Randolph-Macon College.

**1:45-2:25 p.m. *Corporate Communications: Making News, Not Breaking News***

Ike Pigott, Communications Strategist, Alabama Power

Organic reach still withers on the vine. The war between ads and ad blockers continues to escalate. Your organization may need to find a new channel to extend your key communications. So why not make your own news? Yes, some have tried corporate storytelling, and narrative formats. But what about doing news? In this workshop, Ike Pigott gives a case study you won't believe — about how a power company is succeeding by NOT just talking about itself.

#### **About Ike**

A recovering ex-journalist, Ike Pigott left TV news to handle public affairs for the American Red Cross, where he launched social media for disasters and blogs and

online newsrooms. For the last nine years, he's worked various roles at Alabama Power, including internal communications, media relations, storm and social media strategy. Pigott has been a featured speaker at dozens of communication conferences in the United States and Europe, and is considered a thought leader in the integration of social media in utilities and other regulated industries.

**2:25-2:40 p.m.**

**BREAK**

**2:40-3:20 p.m.**

***Everything You Need to Know About Marketing on Instagram***

Dorothea Bozicolona-Volpe, Social Espionage

Instagram has more than 400 million monthly active users who share more than 40 billion photos every day. It needs to be a part of your marketing mix, but is overlooked by many marketing professionals, perhaps due to a lack of knowledge, uncertainty, or an inability to create an actionable plan.

In this workshop, digital marketing executive Dorothea Bozicolona-Volpe explains that if you let one of these excuses hold you back, you are missing out on an opportunity to engage with the quickly expanding worldwide audience of the Instagram community. Don't miss out on an opportunity to engage with the quickly expanding worldwide audience of the Instagram community.

#### **About Dorothea**

Dorothea Bozicolona-Volpe is a strategic digital marketing executive who is fluent in four languages and specializes in developing business for international brands (Fortune 500) via initiating and integrating social media and digital strategies and enterprise social networking, as well as, building strategic partnerships and implementing marketing technologies. She teaches marketers and business leaders how to measure, optimize and build current new media efforts to increase value and develop strong relationships between brands and fans. She has also appeared as a social media strategy subject matter expert on CBS and CNN's *Ali Velshi Show*.

**3:25-4:05 p.m.**

***The Digital Consumer: How Today's Buyer Has Changed***

Marcus Sheridan, The Sales Lion

More than any other time in the last 100 years, the buyer of today has made a dramatic shift in the way they make purchasing decisions. Unfortunately, many companies haven't adapted to this shift and are ill prepared for the continual evolution of this "digital consumer." In this talk, Marcus Sheridan brings clarity to the way buyers have changed and exactly what companies must do to not only align themselves with this shift in buyer patterns, but take advantage of the digital age as well.

#### **About Marcus**

In 2001 and fresh out of college, Marcus Sheridan stumbled across his first business with two friends and began installing swimming pools out of the back of a beat-up pickup truck. After content marketing helped that company become the most visited swimming pool web site in the world, River Pools and Spas, Sheridan started his sales/marketing/and personal development blog—The Sales Lion. He has since grown the blog’s brand to be synonymous with inbound and content marketing excellence while being featured in multiple industry publications, including *The New York Times*, where he was referred to as a “web marketing guru.” Today, when Sheridan is not giving riveting and passion-filled keynotes around the globe or consulting with businesses and brands, he generally finds himself on an adventure with his wife and four children.

**4:05-4:25 p.m.**

***What’s Next?***

Jason Falls, Louisville Digital Association

**4:30-5:30 p.m.**

**LDA Cocktail Reception**