



**2017 Digital Crossroads
A G E N D A
Nov. 2-3 | Holiday Inn Louisville East**

Thursday, Nov. 2

1:00-1:15 p.m.

Ballroom

Opening Remarks & Welcome
Jason Falls

1:15-1:45 p.m.

Networking for Nice People
Dave Delaney, Future Forth

2:00-2:45 p.m.

Breakout Session 1

Grand Ballroom

Vlog Like a Boss
Amy Schmittauer, Savvy Sexy Social

Ellis Turfway

Using Social Media to Your Advantage
Stephanie White, Louisville Family Fun

Carriage Room

Local Digital Marketing: More than a Listing
Mike Corak, D.A.C. Group

Derby Room

Programmatic And You
Jeff Hastedt, BrkThru Digital

3:00-3:45 p.m.

Breakout Session 2

Grand Ballroom

Creating Compelling Visual Content
Wil Heuser, TheLoup.com

Ellis Turfway

Get Them There: PR and Marketing for Events
Candace Jaworski, Baldwin Marketing and Christine Vaughan, 502 Social

Carriage Room

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

Derby Room

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

4:00-4:45 p.m.

Breakout Session 3

Ballroom

Making Research Work for You

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

Ellis Turfway

Listen Online or Suffer the Consequences

Amanda Henson, Kindred Healthcare

Carriage Room

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

Nicole Hudson, Inbound Lead Solutions

Derby Room

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

Jason Mudd, YesLouisville!

4:45-6:00 p.m.

General Session

Grand Ballroom

Day 1 Recap & D.A.C. Group Cocktail Reception



2017 Digital Crossroads A G E N D A (Continued)

Friday, Nov. 3 (All Sessions in 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
- 9:45-10:25 a.m. *5 Things to Consider When Building Your Influencer Program*
Frank Guardi, Influence Marketing Manager, IBM
- 10:25-10:40 a.m. BREAK
- 10:40-11:20 a.m. *Multicultural Millennials: Connect for Growth*
Becky Arreaga, Mercury Mambo
- 11:25-12:05 p.m. *Avoid the Horrors of Modern-Day Marketing*
Jon Hawkins, Workfront
- 12:05-1:00 p.m. LUNCH (Served in Ballroom)
- 1:00-1:40 p.m. *Be Bold: In Design, Leadership and Life*
J. Dontrese Brown, Executive Director - The Edge, Randolph-Macon University
- 1:45-2:25 p.m. *Corporate Communications: Making News, Not Breaking News*
Ike Pigott, Communications Strategist, Alabama Power
- 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
- 3:25-4:05 p.m. *The Digital Consumer: How Today's Buyer Has Changed*
Marcus Sheridan, The Sales Lion
- 4:05-4:25 p.m. *What's Next?*
Jason Falls, Louisville Digital Association
- 4:30-5:30 p.m. LDA Cocktail Reception