



**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**

Ballroom

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

Breakout Room 1

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

Breakout Room 2

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

Breakout Room 3

*Programmatic And You*  
Jeff Hastedt, BrkThru Digital

**3:00-3:45 p.m.**

**Breakout Session 2**

Ballroom

*Creating Compelling Visual Content*  
Wil Heuser, TheLoup.com

Breakout Room 1

*Listen Online or Suffer the Consequences*  
Amanda Henson, Kindred Healthcare

Breakout Room 2

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

Breakout Room 3

*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

Breakout Room 1

*Get Them There: PR and Marketing for Events*

Candace Jaworski, Baldwin Marketing and Christine Vaughan, 502 Social

Breakout Room 2

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

Nicole Hudson, Inbound Lead Solutions

Breakout Room 3

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

Jason Mudd, YesLouisville!

**4:45-6:00 p.m.**

**General Session**

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