



October 7, 2019 • The Armory, Portland, OR

8:00 AM	REGISTRATION & NETWORKING • Main Floor of The Armory, Provided by Vibrant Table	
9:00 AM	MORNING KEYNOTE Ann Handley, Chief Content Officer at Marketing Profs <i>Marketing As Slow As Possible (ASAP): Your Strategic Approach to Sane + Sustainable Success</i> <p>Modern marketing is fast-paced. Real-time. Right now. Always-on, transparent, honest conversations. Unprecedented access between customers and companies. At least, that's what we all thought... way back when Mark Zuckerberg had only beer money (not billions) in his wallet. But is fast, always-on, real-time, right now really the path to sales and marketing transformation? No. It is absolutely not. "Fast" is "A" way... but is it *THE BEST* way? Again: NOPE. Because always-on is exhausting. Because fast is frenzied and unsustainable. It turns out that the companies seeing the most success with modern marketing are actually those willing not to move faster and faster and faster and faster... Those who see the most success choose... wait for it... to: Slow. Down.</p> <p>Ann's got you. She's not inventing buzzwords or serving up unrealistic expectations. Marketing ASAP is a strategic approach to real, sane, sustainable success. Intrigued? Sure. Exhausted? Aren't we all? Are you ready to move ASAP? HECK YES YOU ARE, my Marketing Loves Sales friends!</p>	
	MARKETING	SALES
10:00 AM	David Ewart Head of Digital Marketing and Demand Generation at Oracle <i>Partnership As A Key Recipe for Shared Success</i> <p>Based on a set of deep audits performed in partnership between Sales and Marketing earlier this year, learn how Oracle levered "Conversations" and actionable insights to optimize sales engagement patterns, change strategy (and compensation) around sales engagement, and highlight the value of Social interactions.</p>	Adam Schoenfeld VP of Strategy at Drift <i>What I learned from writing 100+ LinkedIn posts</i> <p>There were 3M views of my posts last year, before then I'd rarely logged in and never posted. I had no goal, strategy, or expectations. As the new co-founder and CEO of a 3-person startup that nobody had heard of, I began posting, growing my business, helping lead to acquisition.</p>
10:30 AM	Afiya Addison Education Lead, Market Development at LinkedIn <i>The Anatomy of Customer Success</i> <p>Customer expectations are at an all time high. Those who don't evolve their business, don't thrive in this environment. Join LinkedIn for a conversation about 3 ways to foster stronger partnership results that translates to a better customer experience and increased revenue.</p>	Alex Boyd CEO at RevenueZen <i>How We Get 30% of New Business from Personal LinkedIn Posts</i> <p>LinkedIn remains one of the least-saturated engagement channels but to use it well, you must be able to blend content marketing and sales efforts to create personal content. This approach takes a bit to ramp up but successful teams future-proofs revenue streams and increase inbound lead flow THIS quarter.</p>
11:00 AM	Raymond Lapena Head Of Corporate Communications at Tripwire <i>Boosting Brand Awareness with Social Media Employee Advocacy</i> <p>Case Study: Within weeks of launching a social media brand advocacy program, a mere handful of employees grew to 150+ employees regularly sharing Tripwire content and PRIDE, on their social media networks.</p>	Kasey Jones CEO-Founder at A Better Jones <i>How to earn respect, trust, and influence using social media</i> <p>Discover how to leverage social media, including video, to become a recognized thought leader, cultivate a strong network of partners, and build meaningful and long-lasting professional relationships in a way that doesn't feel fake, cheesy, or lame.</p>
11:30 AM	Carmen Hill Principal Strategist & Writer at Chill Content <i>B2B Social Club: 7 Rules for Creating Content That Sizzles</i> <p>B2B marketers are often tasked with creating content about really boring stuff like network configuration software or regulatory compliance. Not exactly fuel for a scintillating Instagram feed, right? But don't despair! See how to add social spice to your content strategy in a way that's relevant, resonant and valuable.</p>	Alan Hwang Director of Growth at Gravitare <i>How to Be Human in the Age of Social Selling and Why You Should Care</i> <p>At Gravitare we focus on maintaining a human touch. Yes, we use automation, but one of the biggest differences is simply that people like us and want to work with us. By showcasing our personality we have secured new clients, built referral sources, and extended the life of our relationships.</p>
12:00 PM	LUNCH & NETWORKING • Main Floor of The Armory, Provided by Vibrant Table	
1:00 PM	AFTERNOON KEYNOTE Eric Wittlake, Senior Analyst, Marketing Practice at TOPO <i>Social Across The Revenue Organization</i> <p>Join this session to get new insights into how the best performing organizations are using social today across their entire revenue team from TOPO's research into today's best performing B2B organizations. You will come away with the most recent data along with specific takeaways you can use, including how marketers incorporate social into high impact B2B programs (and the easiest way to start), the most effective way to incorporate social channels into sales touches, and the best way to measure the impact social has on your revenue strategy.</p>	
	MARKETING	SALES
1:45 PM	Dave Rigotti Head of ABM at Marketo at Adobe <i>Creating Great Marketing Experiences and Building Authenticity with Choice</i> <p>The challenge of doing more with less drives marketers to creating than ideal experiences for future customers. Too often we're seeking a binary outcome, almost along the lines of "click my button or leave." In this session, we'll explore how creating a great marketing experience requires choice.</p>	Emily Morton-White VP of Sales & Marketing at Basalt <i>Learning the Language, Hacking the Culture, and Scaling the Framework for Success</i> <p>In the era of Shark Tank, emerging technology, and entrepreneurs, Sales and Marketing are often run by a small group of "swiss army knives". This session will share how to balance sales and marketing under one roof, on a shoestring budget, with tangible results.</p>
2:15 PM	Sahil Jain Co-founder & CEO at AdStage <i>Achieving Paid Marketing and Sales Alignment</i> <p>CMO responsibilities evolve quickly and aligning your sales and marketing teams is more important than ever. This session will provide an actionable plan to meld sales and marketing teams including step-by-step tactics to map ad data to sales conversions, strategies to advance top-of-funnel prospects, and tools to make it easier.</p>	Tom Williams CEO at DealPoint <i>Are you there Social? It's me, Sales.</i> <p>As a social seller myself, I use LinkedIn heavily to establish credibility and expand awareness of myself and my org. It's critical that we not kill this fantastic direct access channel with noise or bad selling. A buyer-centric approach makes this almost easy.</p>
2:45 PM	Nina Church-Adams Senior B2B SaaS Marketing Leader <i>How Social Selling Done Right Drives Engagement, Conversions, and Customer Advocacy</i> <p>At the end of the day, people buy from other people. It's not so much B2B Sales, but rather H2H (human-to-human). In this session, I will share and break down several real-life examples of brands that have turned me into a vocal advocate through social selling and how you can learn from them to unlock your own customer advocates.</p>	Matt Amundson VP of Marketing at EverString <i>5 Ways to Bring Authenticity to Social</i> <p>Learn how to craft an authentic social experience to drive pipeline and increase engagement across an existing opportunity or customer, and how to be more authentic in your outreach.</p>
3:15 PM	Dan Schepleng President and Creative Director at Kapowza <i>How to Not Be Boring</i> <p>Social media has changed how we share content and creative but good storytelling never goes out of style. This talk will show how principals found in a beer ad in 1905 apply to a Super Bowl spot made in 2018 and give specific tactics to not be a boring marketer.</p>	Scott Olsen Principal at The Olsen Group <i>Practical Guide to Social Selling</i> <p>B2B Social selling has real upside, but can take time to get traction and results. In the real world sales people have limited time to achieve real quotas now. This session provides practical tips that compliment your everyday selling activities with a boost from social selling.</p>
3:45 PM	Paige Nicolopoulos Paid Social Manager at Obility <i>Think like a (Paid Social) Scientist</i> <p>Many marketers understand the importance of testing paid social ads but not many actually know how to properly run scientific tests to yield meaningful results. Together, we'll revisit our knowledge of the scientific method and see firsthand the value the method provides in keeping ad testing focused and results meaningful.</p>	Executive Panel RevenueZen, DealPoint, Obility <i>An Operational Approach to Social Selling (This will be fun, we promise)</i> <p>Leveraging operational strategies, social media can be efficient, scalable and trackable. A panel of sales leaders will share tips for making social media one of the most powerful tools in your sales toolkit.</p>
4:15 PM	HAPPY HOUR & NETWORKING • Main Floor of The Armory, Provided by Vibrant Table	