

DIRECTOR LEVEL

Suggested Schedule



DAY 1



Audience Based Marketing,
with Mary Hartman

10:00 AM



Convincing Your Boss(es) to Confidently Spend (more) on Advertising, with Kevin Dieny

11:15 AM



Amazon Nerd Alert: PPC Hacks to Build an Ideal Campaign Structure and Optimize Performance, with Florian Nottorf

1:15 PM



Beyond CRO: Optimizing the Post-Conversion Experience,
with Sam Ruchlewicz

2:15 PM



Radical Transparency - How to Build the #1 Best Place to Work,
with Dan Golden

3:30 PM

DAY 2



Click to Close: Lead Generation Strategies for the Full Marketing Funnel, with Michelle Morgan

9:45 AM



Paid Marketing and Sales Alignment, with Sahil Jain

10:45 AM



Moving Beyond the Triopoly: How to Leverage Quora to its Full Potential, with JD Prater

12:45 PM



Welcome To The Golden Age of Competitive Research,
with Robert Brady

1:45 PM



The Fundamentals of Behavior Design - What Every Marketer Needs to Know, with Shira Abel

3:00 PM