



## Schedule



**9:00 – 9:15AM CT**

**Welcome!**

**Dennis Dunlap, CEO American Marketing Association**

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**9:15 – 10:15AM CT - Featured Keynote**

***Love or Marketing? How Word of Mouth Will Save Your Brand***

**Andy Sernovitz, Author, *Word of Mouth Marketing* and CEO Gas Pedal & the Social Media Business Council**



Your brand isn't what you say it is -- it's what people tell their friends it is. Word of mouth marketing is the art of creating a company that people love to talk about. You need passionate fans who promote your brand because they love you and love what you do. Fans who promote you for love instead of money -- creating a permanent, economy-proof competitive advantage. Remember: When you earn the respect and recommendation of your customers, they will do your marketing for you, for free.

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**10:30 – 11:15AM CT – Concurrent Sessions**



***From Engagement to ROI: Putting Social Media to Work***

**Dave Evans, Author, *Social Media Marketing*, co-founder, Digital Voodoo**

Learn how to engage potential customers through social media, revealing business insights that you can use to beat the competition in the process. Then, take it one step further and combine it with the metrics that are readily available and set your sites on the determination of an ROI for your campaigns. In this one hour session, social media author Dave Evans will take you through fundamentals of structured, customer-driven engagement, quantitative success measurement, and the implementation of a proven social media based marketing program for developing and maintaining effective relationships with influencers you really care about.

## 10:30 – 11:15AM CT – Concurrent Sessions (cont.)

### **Why They Don't Care**

**Julien Smith, Author, *Trust Agents***



Jumping onto Twitter is easy-- getting your prospective audience to care about your channel is hard. If your product is awesome, but your social media efforts aren't catching, how can you know what you're doing wrong? Julien Smith, co-author of the New York Times bestseller *Trust Agents*, offers strategies and tips to keep your leads interested and your efforts authentic along the way.

Attendees will:

1. Gain an understanding of what makes people willing to try a new channel
2. Learn what keeps audiences loyal
3. Be able to develop a troubleshooting process to use on their own channels
4. Figure out how to test the waters for closing the sale of an idea or product

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## 11:30 – 12:30pm CT Featured Keynote

### **Social Media Authority: Measuring and Improving Online Influence**

**Brian Halligan, Author, *Inbound Marketing*, CEO & Founder, HubSpot**



Businesses are beginning to understand the value of engaging online. Companies interact with their customers, monitor their brands and promote their content. It's smart for a company to create a presence on the Internet and use social media for business; however, they need to take their social media strategy to the next step by measuring the impact of their presence. By understanding authority and influence, a company can be sure to use social media in way that brings true value to their company.

In this talk, attendees will learn:

1. How companies and individuals can measure the power and influence they have online
2. What features in a social network are measurable
3. What tools businesses can use to measure their social media authority
4. How to use this data to increase the impact of a company's social media presence

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## 12:30 - 1:00pm CT AMA Member's Only Lounge Chat



AMA Member's can visit the AMA Member's Only Lounge to chat one on one with guest speakers and AMA leadership. **Join us and you could take home a special gift from the AMA!** Free book give-aways taking place during the chat!

Not an AMA Member? Visit our Open Lounge to network with other conference attendees!

## 1:00 – 2:00pm CT Featured Keynote

### **Flip the Funnel: How to Use Existing Customers to Gain New Ones**

**Joseph Jaffe, Author, Chief Interrupter, Powered**



In his keynote, Joseph Jaffe will outline how retention can become the new acquisition for businesses today and in doing so, literally transform the way companies go to market and establish a critical competitive edge and advantage. Using his new “flipped funnel” methodology, Jaffe will outline the notion of customer experience; introduce the 10 new rules of customer service and present a social media-powered customer activation model that harnesses the true potential and impact of customer-generated word-of-mouth, reviews and referrals. If “getting more from less” has become your new mandate, you won’t want to miss a new approach which presents the possibility of doubling your revenues whilst halving your budget in the process.

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## 2:15 – 3:00pm CT Concurrent Sessions

### **Use Social Media to Market Webinars and Excite Audiences**

**Cliff Atkinson, Author, *Beyond the Bullet Points* and *The Backchannel***



When you use social media to market your webinars, you can open up a whole new world of opportunity to conduct audience research, generate buzz, increase registrations, and improve lead generation. And when you use social media during your webinar you can involve your audiences more, improve satisfaction and grow greater reach for your webinar. Attend this session to learn:

- How to integrate social media into your webinar planning.
- How organizers and presenters can use social media to involve audiences more.
- How to build so much buzz that people keep registering for a webinar *after it has already started*.
- How to use social media with care because it can be a double-edged sword.

Sponsored by **ADOBE\***. Session delivered on the Adobe® Acrobat® Connect™ Pro web conferencing platform

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### **Definitive Guide to Social Media**

**Maria Pergolino, Inbound Marketing Manager, Marketo**



Top marketers know the important role Social Media plays in a buyer’s decision-making process. It not only promotes the open conversation about products, services, best practices and industry thought-leadership, it helps drive revenue growth.

Learn how to build successful social media strategies at your organization and create a big impact, fast. In this session, you’ll learn:

- What questions you should ask before getting started with Social Media
- The common Social Media Marketing pitfalls to avoid
- Tips on how to effectively use social media tools
- Techniques to promote Sales and Marketing Alignment using Social Media
- How to use Social Media at every stage of the revenue cycle

Discover how to increase brand awareness and thought leadership, enhance lead nurturing and scoring, and improve sales effectiveness through Social Media Marketing.

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## 3:00 -3:30pm CT AMA Member's Only Lounge Chat

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## 3:30 – 4:30pm CT Featured Keynote

### ***Measuring ROI of Social Media***

**James Clark, Co-Founder Room 214**



Is it even possible? Understanding the different levers and performance indicators to baseline, measure and evaluate your social media programs. With all the different approaches of measuring activities, James Clark from Room 214 will present the key considerations, platforms and methodologies his organizations uses for measurement and best practices for **B2B**.

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## 4:45 – 5:30pm CT Featured Keynote Panel

### ***Pressing Questions Finally Answered***

**Moderator: Andy Sernovitz, Author, CEO Gas Pedal & The Social Media Business Council**

**James Clark, Co-Founder Room 214**

**Bob Duffy, Senior Social Media Strategist, Software Community Evangelist, Intel**

**Jeanette Gibson, Director of New Media, Cisco**

**Andy Markowitz, Director Global Digital Strategy, GE**

Leading B2B Social Media practitioners will join our panel to answer the most pressing questions concerning the use of social media in marketing:

- What are top three “lessons learned” in social media strategies
- With an over-abundance of information on how to establish a presence in social media, what do you really need to do for now and the future?
- How can you really leverage social media to help your sales team convert those leads into sales?
- What tools are available to help you get the most out of your social media program?
- How do you measure the success of your social media program

### ***Wrap up***

**Nancy Costopulos, CMO, American Marketing Association**