

## AGENCY STRATEGIES

### How to Engage a Target Audience

Every financial-sector company wants to do a better job talking to women about money. The industry knows it was late to the game in terms of engaging women. Historically, this was a societal issue more than an industry sector problem; a woman couldn't even get a credit card in her own name until 1974! Regardless, financial brands know they need to catchup. Foundry 360 recognized the white space around women and money—and filled it with Millie, inviting Synchrony Bank to join us as our exclusive launch sponsor. The editorial brand highlights strong female leaders, 'how to' guides and much more, all while driving to Synchrony's O&O channels for additional content. As an innovative print magazine with a targeted audience, Millie bridges the gap and advocates for women across all aspects of money, including investing, saving, spending, salaries and more. Hear firsthand from the brand's founders and launch sponsor.

**Diane di Costanzo**  
(Chief Content Officer, VP/Editorial Director, Foundry 360)

### How to Win at Content Marketing Without Getting Sued!

Nobody wins when "legal" puts a halt to an exciting new content marketing campaign, or, worse, when a campaign launches and gets your agency (or its client) in legal hot water. Attend this fast-paced session to learn how to avoid campaign-related legal risks such as copyright infringement or FTC compliance, and how to put the right contract foundation in place to protect your agency before it engages with its next client or freelancer.

**Sharon Toerek (Principal, Toerek Law)**

### Slam That Revolving Door! Learn How Agency Employees Feel About Loyalty and Opportunity

Agencies are facing unprecedented challenges retaining skilled employees. Competition is fierce, salaries are high, and perks are everywhere. How can agency leaders transform their approach to attract and retain the best talent without breaking the bank? We will reveal the attitudes, preferences, challenges, and goals of more than 1,000 agency employees. We'll explore what brought them to agencies, how they evaluate their opportunities, what

they want from their careers, and where they see their agency employers excelling or falling short. The session will equip you with statistically reliable data allowing you to assess your approach, adjust where appropriate, and build a loyal and committed workforce.

**Susan Baier, (Head Honcho, Audience Audit Inc.)**

## ANALYTICS & DATA

### Behavioral Analytics: Stop guessing. Get clarity

Now more than ever, understanding your users and how they experience your website is critical. What is -and isn't- working for them? How can you optimize your website to hit conversions and business metrics?

In this talk, we'll dig into user behavior analytics - why they're essential to optimizing your user experience, which tools / techniques you should be leveraging, and how to combine it all to hit your goals.

**Ravi Theja Yada (Principal Program Manager, Microsoft)**

### Break Marketing and Sales Data Silos Using Master Data

Marketers are flooded with data from multiple sources (social media, web analytics, sales data from CRM, email marketing, advertising, subscriptions, events just to name a few). Those are usually silos which do not share a common keys nor form a coherent view on marketing and sales.

Join Igor's session to learn how to overcome this problem with Master Data - the back bone of your data which consist of key data taxonomies like accounts, products, employees, marketing budgets. If managed properly you can use them to cross reference disconnected data bases, to connect the dots and to start answering burning question like: -Where the sales is coming from? or -What is the marketing ROI for the particular campaign or overall marketing budget?

Igor will share his own experience in marketing data management. He will also give you hints on how to use content marketing to build your audience personal data base - an essential element to form coherent view of marketing and sales in B2B companies.

**Igor Bielobradek (Head of Digital Marketing, Deloitte in Poland)**

## Content Attribution: The Missing Piece For Content Marketing Excellence

Almost every digital marketer is familiar with channel attribution. We use tools like Google Analytics, Hubspot, and Salesforce to tell us what channels are working. But this doesn't answer a key, critical question: what CONTENT is working? In this brand new, never-before-seen talk, TrustInsights.ai Chief Data Scientist Christopher Penn walks you through a different kind of attribution: content attribution.

**Christopher Penn (Chief Data Scientist, Trust Insights)**

## Google Analytics 4 and the Future of Data

Google will soon retire Universal Analytics and replace it with Google Analytics 4. So, get to know the platform now so you can be ready for the transition. Unfortunately, marketers who are not ready for this change will no longer be able to benchmark their website performance because your GA3 data does not transfer to GA4. Also, GA4 is vastly different from GA3, so it's important to understand what's changed and what to do about it. The good news is that you still have time to prepare for this transition.

**Chris Cheetham-West (Founder & President, LR Training)**

## It's 10pm, Do You Know Where Your Audience Is? Using Data to Drive Better Content Outcomes

The most successful marketers are staying relevant to an audience of prospects and buyers before, during and after the sale. We've worked across industries to help marketers uncover what their target audiences care about, then deliver high value content to them based on our data and insights. The results are universal: Stronger brand awareness, prospect engagement, and, ultimately, revenue. As marketers are being asked to do more with less, this session shares the practical steps we've learned that can help professionals at companies of all sizes harness, analyze and activate data to improve business outcomes.

**Andrew Hanelly (Chief Creative Officer, Revmade)**

## AUDIO EXPERIENCES

### Podcasting - How to Start - How to Promote

This session will teach you everything you need to know to start podcasting and how to promote your podcast.

You will learn:

- How to create podcast content.
- How to record audio and the best mics to choose.
- How to edit your recording.
- How to record interviews.
- The proper encoding settings for your files.
- How to host your files.
- How to setup your RSS feed - and what an RSS feed is.
- How to submit to Apple Podcasts and Spotify
- Tricks about how Apple Podcasts works
- Other places to submit your podcast.
- Methods for promoting that work and don't work in social media.
- Actual stats on what really is happening with podcasting and what to expect.
- Different ways to monetize your podcast.
- Other insight about podcasting gathered from over 15 years of experience podcasting.

At the end of this session you will have all the knowledge you need to start podcasting and to properly promote your podcast.

**Rob Walch (VP of Libsyn Enterprise and Platform Partnerships, Libsyn)**

### The Power of Audio: Cultivating Your Company's Brand through Sound

A wise man once told me that music is not just heard now, it's also seen. In the same vein, social media is no longer just seen, it's heard too. During this workshop, attendees will learn how social media audio (songs and sounds) can help create connection with their audience and join into cultural moments. The attendee will also learn how their companies can participate in trending audio in a way meaningful and authentic way that enhances the company's brand on social media.

**Boma Cheetham-West (Founder, BomaCurates LLC)**

## BRAND STRATEGIES

### 10 QR Code Trends Shaping Marketing in 2022

QR codes are everywhere. Initially garnering some hype and traction in the EU and Asia prior to 2020, QR code usage has since exploded thanks to the pandemic. In fact, Bitly has seen a whopping 750% adoption in QR Code usage in the past 18 months. What started as a critical need to make contactless connections, has become embedded in the way brands and businesses connect with customers, and a way to deliver personalized experiences - everything from real estate open houses to Covid test check-ins to wireless access in your hotel room. In this session, QR Code Generator (now part of Bitly) uncovers the emerging trends of 2022 and the breakthrough ways their 350K+ global customers are building them into their marketing strategy.

**Toby Gabriner Toby Gabriner (CEO, Bitly)**

### Humor, Research, and Innovation: Building Trust in a Post-Covid Era

How do brands spark your curiosity and stand out? How do they keep attention in this era of competing distractions? In this high-energy session, globetrotting speaker Jon Burkhart will propose his Dynamic Difference Theory (DDT) as a potential answer. He'll show how kinetic content builds brand loyalty. Then he'll fight with CMW Hall of Fame 11-timer Michiel Schoonhoven about which content grew the company's digital value the most. Expect a wrestling-inspired Battle Royale format with brands from the 31 countries Jon & Michiel have worked in. Head-to-head, Slovakian beer's hockey stadium stunt or Guatemalan sneaker high-speed storytelling? Which was dynamically different? Which won over more raving fans? Which one could we forecast and show the most growth in the company's digital value from? Along the way, your dynamic duo will teach you how to ask better firecracker questions so your brands stand out and grow wildly.

**Michiel Schoonhoven (Founder, NXTLI)**

**Jon Burkhart (Founder, TBC Global)**

### How Constantly Curious Brands Dare To Do Different & Grow In Value

In this interactive panel session hosted by Demand Spring Founder and President Mark Emond, participants will have

the unique opportunity to learn the latest trends in marketing content strategy from three of the leading content experts: Chris Blose, Nancy Harhut, and Tim Washer. These industry insiders will share behind-the-scenes war stories from working with Fortune 100 brands directly and on the agency side. They will discuss how behavioral science research can help marketers consider how the brain works and what content will resonate best; and will share how adding humor and humility is the most powerful way to cut through the noise and earn trust in a post-Covid world.

**Chris Blose (Founder, Chris Blose Content), Mark Emond (Founder & President, Demand Spring), Nancy Harhut (Co-Founder and Chief Creative Officer, HBT Marketing), Tim Washer (Comedy Writer/Producer, Ridiculous Media)**

### Personalizing Your Web2 Experiences, Readyng Your Brand for Web3

Blockchain reality and digital currency are two emerging factors that will forever alter content marketing. From 2021 to 2023, your brand is being challenged by growing privacy regulations, Apple putting major restrictions on mobile device IDs, and Google will bring death to the cookie. All of this comes down to balancing how you manage first-party and third-party data through your current marketing tools and media efforts. Let's discuss how to leverage data, machine learning, and what matters most to ensure you are future-ready.

**Tim Hayden (CEO, Brain+Trust)**

### Privacy Policies, Terms of Service, and Legal – That's Content Too!

If you think these documents are bland and boring, you're doing it wrong, and missing out on opportunities to connect with your audience. Learn about the must-have provisions you need to comply with the numerous laws that hang over all of our heads, but also how to customize them to reflect your company's values and personality. It's your legal team's job to give you the minimum requirements, and your job to weave and layer content throughout these legal bare bones to create a memorable experience for your audience.

**Ruth Carter Ruth Carter, Esq. (Evil Genius, Geek Law Firm)**

## The Secret To Great B2B Content Marketing Is No Secret At All

When you hear ‘B2B content marketing,’ what comes to mind? If you thought ‘boring,’ then you’re not alone. But B2B content marketing shouldn’t be boring, and top brands are flipping the narrative and producing compelling, innovative content that is drawing attention—and driving results. We’ll explore why emotion matters in B2B content, highlight brands that are leading the way, and offer tips and tricks to make your B2B content stand out from the competition.

**Michael Bordieri (Senior Content Solutions Consultant, LinkedIn)**

## CAREER SKILLS

### 4 Tips to Beat Imposter Syndrome as a New Content Marketer

If you’re new to the content marketing industry, don’t let imposter syndrome hold you back from being successful. Learn four essential takeaways to help you become a self-assured content marketer.

**Divya Bisht (Content Strategist, Spinutech)**

### Million Dollar Content: Maximize Your Earning Potential by Creating for Yourself Instead of Producing for Others

Content marketers possess a unique and highly valuable set of skills, so of course we focus on maximizing what we can earn when we apply them on behalf of our bosses or clients. But what if that focus blinds us to a much bigger opportunity? What if we’re wasting our skills on content production?

If you’ve ever thought you’re leaving money on the table as a content marketer, join Andrea Fryrear, CEO and co-founder of a multi-million dollar content-led startup, as she shows you why making content for other people will never be as profitable (or as fun) as using it to create something for yourself.

**Andrea Fryrear (CEO and Co-founder, AgileSherpas)**

## CONTENT CREATION & DEVELOPMENT

### Creating Unique Content for Franchises that Corporate and Franchise Owners Love

It can be tough to walk the line between creating corporate-approved content and content that feels genuine to the franchise or store manager. Learn how Painting with a Twist, a 200+ franchise, creates localized content for their franchises and drives calls, clicks, and in-store traffic directly to their paint and sip studios! In a conversation between content technology company GPO and Painting with a Twist, you’ll walk away from this session with a better understanding of:

1. The challenges franchises face in creating — and scaling — brand-approved content
2. How to create quality content quickly for all franchises that makes corporate and franchise owners happy!

**Jane Marie Barnes (Account Manager, GPO)**

**Brittany Graff (Marketing Director, Painting with a Twist)**

### How to Earn Attention and Trust When Everyone is Tuned Out

Decision fatigue and polarization have closed off customers’ minds to listening to anyone. In this environment, the most powerful way to cut through the noise is to connect through humor and humility.

- How do brands accomplish this without losing credibility?
- How do they create a messaging strategy that will open customers’ minds to consider a different solution?
- How do they create a sustainable content production plan on a covid-adjusted budget?

**Tim Washer (Comedy Writer/Producer, Ridiculous Media)**

### Product Descriptions Matter! How to Create Unique Product Descriptions at Scale

When you’re an ecommerce brand with thousands of specialized SKUs, is creating unique product descriptions even worth it? How can you efficiently create product descriptions at that scale? Nissan developed a strategy to crank out thousands of unique, quality product descriptions for their OEM parts in less than a year. Learn why unique product descriptions matter to customers (AND search



engines) and how your ecommerce brand can efficiently create unique product descriptions using the data you already have!

**Haley Collins (Director of Operations + Content, GPO), Candace Ward (e-commerce Senior Planner, Aftersales Parts & Accessories Online, Nissan Motor Corporation)**

## Quote a Woman: Adding Women's Voices to Your Content Marketing

Sigh, another quote from Bill Gates or Steve Jobs? Your content marketing deserves better than the same tired citations from male leaders. Women control the majority of B2C purchases and healthcare decisions, plus a growing number of B2B buying decisions. Women are breaking barriers and glass ceilings yet are still dramatically underrepresented as authoritative sources. Improve the impact of your content by also speaking to the women in your audience. Learn creative ideas for adding relevant women's voices so that your content can better engage, motivate, and convert your audience.

**Penny Gralewski (Solutions Marketing, Commvault)**

## What Is Your Different?

Marketers design and create content constantly without considering what makes their content and the stories they tell unique to the customer who is simply searching for this 'uniqueness' in order to solve their problem. Consumers are left to navigate through a sea of vanilla where most content looks the same from competitor to competitor and brand to brand. Designing content to tell your unique story and proposition is often the differentiator of why they will ultimately buy from you.

**Kenneth "Shark" Kinney (Speaker and Marketing Strategist, A Shark's Perspective, LLC)**

## CONTENT EXPERIENCES

### Ahead of the Trends: Tapping Emerging Forms of Content to Freshen Your Content Mix and Captivate Your Customers

**Jessica Bergmann (VP, Content Strategy & Customer Marketing, Salesforce), Alison Jarris (Global Demand Content Marketing Lead, Google), Kelly Johnson (Senior Director of Content & SEO, Abra)**

### The Secrets of Creating Inspired A B2B Content Experiences

**A. Lee Judge (Co-Founder and CMO, Content Monsta) Lee Odden (CEO, TopRank Marketing)**

## CONTENT MANAGEMENT & OPTIMIZATION

### Creating Flexible Content Within a Framework

You have put together a great content strategy, a great creative direction, assets galore...but what if your various marketing teams need to adjust the content? Are you providing enough flexibility to allow them to change the content so that it better suits their specific audiences or needs? Whether it be language or visuals, you need to tell your teams what is ok to change and what is not. This is what we call 'flexibility within a framework' and can be helpful when you have disparate teams that you are all wanting to use the content that you are creating.

**Andi Robinson (Global Digital Content Leader, Corteva Agriscience)**

### Don't Pay the Content Trust Tax! How to Share Survey Data on Trends that Skeptical B2B Buyers Will Trust

Sneaky advertisers have invaded content marketing! Bait-and-switch content that promises to help but really just sells has made B2B buyers resistant to all content...even yours. You pay an invisible Trust Tax each time your content is shrugged off or distrusted. The Trust Tax costs you low engagement, poor

click through rates, no media coverage, and no leads. After all, no one will buy from you until they first buy into you. You can't change the bad actors making counterfeit content, but you can change your approach to build crucial trust. How? Stop sharing opinions no one cares about and start sharing exclusive survey data everyone cares about. In this 30-minute presentation, Justin Ethington, author of Building B2B Thought Leadership and advisor to brands like SAP, Qualtrics, Intercom, Sprinklr and TD Ameritrade, shows the steps to creating survey data that gets trusted, covered and shared. You can ignore the laws of content trust, but they won't ignore you.

**Justin Ethington (Partner, TrendCandy)**

## How to Get a Year's Worth of Content From One Survey

What if you could take one project and turn it into an (almost) endless stream of content? Imagine videos, blog posts, webinars, social media posts and more. This is possible if you conduct one (great) survey and have a plan in place on how you can repurpose and reimagine that content in multiple ways. In this session, you'll learn how to create a lot of content from one survey-based original research project. You'll leave with lots of examples and a solid plan on how to build a survey from the ground up and use your data and insights in multiple ways.

**Michele Linn (Founder, Mantis Research)**

## Piloting AI for Content Marketers: How to Get Started with Artificial Intelligence

How do you get started with marketing artificial intelligence? The short answer is quick-win pilot projects with narrowly defined marketing use cases and high probabilities of success. That's how you build executive support for the longer-term vision and transformation. From audience targeting to content strategy, to SEO, media buying, email writing, and forecasting conversions and churn, hundreds of activities marketers perform every day will be intelligently automated to some degree in the near future. Piloting AI goes beyond the splashy headlines and buzzwords. In this session, Founder and CEO of the Marketing AI Institute, Paul Roetzer, will share a practical framework that makes AI approachable and actionable for marketers.

**Paul Roetzer (Founder & CEO, Marketing AI Institute)**

## CONTENT PLANNING/ OPERATIONS

### Content Marketing In The New Normal: 5 Ways to Readjust Your Content Plans

If you're a marketer dealing with working from home, shifting strategies, and uncertainty then you're not alone. The Pandemic has changed our world more than any other single event in modern history. It has changed consumer behavior, access, desires, the economy, and as a result marketing. Marketing is now more complex than ever. There are new challenges marketers have never dealt with before. So what are we to do? Well, you guessed it. Attend this session!

**Juntae DeLane (Founder/CEO, DIGITAL DELANE)**

### How LinkedIn Marketing Solutions is Using the Blog to Power Its Growth Engine

The LinkedIn Marketing Blog acts as the external 'voice' of our Marketing Solutions business and is a critical education and conversion vehicle for B2B marketers looking to excel with LinkedIn advertising. Publishing content five times a week, the blog comprises more than 175,000 global subscribers and 2.5 million annual page views. It also serves as a key campaign activation tool for LMS marketing, sales and product organizations, spotlighting business news, LinkedIn advertising best practices and more. At its current operating level, the blog sourced millions of dollars in bookings in FY21, up 80% over FY20. In this session, you'll discover how LinkedIn's marketing blog sits at the center of its content marketing operations.

**Tequia Burt (Editor in Chief, LinkedIn Marketing Solutions Blog, LinkedIn), Steve Kearns (Senior Content Marketer, LinkedIn)**

### How to Build an Executive Thought Leadership Platform That Plays to Your Leadership Team's Strengths

Executive thought leaders can catapult a company's content marketing program to success, but many teams struggle with knowing how to define an effective thought leadership program. This session will explain step-by-step how to identify the best executive thought leaders and define a unique

thought leadership platform that plays to each executive's individual strengths. Attendees will receive free templates to fast-track their thought leadership platform planning process and learn how to integrate thought leadership into their day-to-day marketing team strategy.

**Erika Heald (Consultant, Erika Heald Marketing Consulting)**

## **Stop Copying Your Competitors. How to Write Copy That Actually Converts**

If you're getting inspiration and ideas from your competitors, you're probably writing boring copy. In this session, you'll learn proven ways to find truly unique positioning and messaging and write copy that actually converts.

**Liz Willits (Founder, Content Phenom LLC)**

## **Stories as a Service: How to Gather and Use Amazing Customer Stories**

Happy customers are your most valuable asset. But are you cashing in on this vital resource? In this session, international TEDx speaker and content marketing strategist, Gina Balarin, shares a unique model to capture, use and benefit from the power of stories: Stories as a Service. After seeing this, you'll know exactly how and when to collect your most valuable customer stories, where and when to use them, who needs to be involved in the process, why it works (when it does work) and what to do when it fails.

**Gina Balarin (Director, Verballistics)**

## **The Power of Content Repurposing: How to Get Maximum ROI From Your Content**

Wouldn't it be great if your content could reach more of the right people, on the right platforms, in their preferred format? Content repurposing is the answer. But it's often overlooked. Why? Creating quality content is hard enough and requires significant time and resources, often there's little capacity left to do all of the content repurposing and distribution too! Your content hamster wheel might be in full flow – but is the content achieving its full potential and generating full impact? In this session, join founder of content repurposing agency Content 10x, Amy Woods, to discover what it takes to get off the content creation hamster wheel and implement an effective content repurposing strategy that incorporates content repurposing best practices. We can all agree that we

want to get the maximum ROI from our content, saving time and money...let's make it happen.

**Amy Woods (CEO & Founder, Content 10x)**

## **CONTENT ROI**

### **10 Steps To Optimize Your Content Marketing Program for ROI**

Every business creates content. But few know how to define the right KPIs, plan out the content that answers important customer questions, map that content to the buyer journey, distribute to the right audiences, and get measurable business results. Join Content Marketing influencer, author and Content Marketing Agency CEO Michael Brenner who will get right to the heart of the 10 simple steps behind building a successful content marketing program in today's competitive environment. Apply these approaches to meet customer needs and get results you can brag about to your boss.

**Michael Brenner (CEO, Marketing Insider Group)**

### **CTR, ROI, KPI, Cry: Breaking Through Jargon to Deliver Kick-Ass Results**

The pressure on content marketers is intense, with increasing focus on demand generation, KPIs, and corporate lingo. True content folks know that the most important aspects of content aren't often instantaneously measurable. So how do you both create content that resonates in a very crowded marketplace, and also deliver the metrics that will allow you to keep creating? This fast-paced session features some content rockstars, as well as hard data on how a content market strategy delivers real, measurable results in one of the biggest brands in the world.

**Amber Naslund (Senior Manager, Marketing Solutions, LinkedIn),  
Jenn VandeZande (Editor in Chief, SAP Customer Experience),  
Tracey Wallace (Director of Content Marketing, Klaviyo)**

### **Content, the Sleeping Giant for CMOs that's just Waking Up**

**Melissa Bouma (CEO, Manifest),  
Geoffrey Director (SVP, Intelligence, Manifest)**

## How to Improve Content Efficiency and ROI

Do you really know how your content performs? If one piece doesn't perform well, the cost of every piece of content increases. What is the true cost of that content? (Hint: it's not just cost per word.) Join this session with Jeff Coyle, Co-founder and Chief Strategy Officer of MarketMuse, to learn a framework that ensures each piece of content drives the impact it should so you can maximize your investment.

**Jeff Coyle (Chief Strategy Officer and Co-founder, MarketMuse)**

## CONTENT STRATEGY

### How to Effectively Work With Journalists to Gain Increased Visibility for Your Content and Stories

When it comes to working with journalists to gain interest in your content and story ideas, many are in the dark. Journalists are dwindling in numbers, but the number of people pitching them only seems to be growing. For example, it's estimated there are six public relations practitioners for every journalist. In this environment, what can you do to stand out? What are the best practices for reaching out to reporters? What tools can you use to help you get their attention? How can you develop the relationships that will help you land media coverage? We'll address these points and more in this 20-minute session that will provide strategies, tips and tools so that you can make the most of every piece of content you create.

**Michelle Garrett (Consultant, Garrett Public Relations)**

### The Dos and Don'ts of a Post-Acquisition Content Strategy: How to Build a Strong Content Marketing Strategy in a Post-Acquisition World

In the tech world, mergers and acquisitions (M&As) are the new norm. And even when an M&A is a good thing for your company, they tend to turn everything upside-down. Content marketing is not immune to the challenges an M&A can bring. In fact, content can get pretty chaotic post-acquisition. But for all the difficulties marketing teams can experience during and after an acquisition, there are a lot of opportunities, especially for content marketing. The good news is that there are tools and strategies that can

help content marketing leaders embrace change, drive creative solutions, and build (or evolve) a fresh content strategy.

**Ashly Stewart (Senior Content Marketing Manager, Personify)**

## CONTENT STRATEGY (GENERAL)

### Crimes Against B2B: Exposing Common Influencer Marketing Saboteurs

Is there a quick-fix for building influencer relationships? Should you treat influencers like ads and campaigns? Those are the types of questions our crime-solving detectives are using to crack the case on the difference between great influencer marketing and bad influencer marketing. Relatively speaking, B2B Influencer Marketing is still a new science which means that almost every expert will give different guidance on what it takes to be successful. But we're on a mission to weed out opinion and focus on what it truly takes to successfully integrate influencers into your B2B marketing strategy in a way that meets the needs of your buyers, your brand and your influencer partners. So gumshoe, the question remains: will you fall on the right or wrong side of the law?

**Ashley Zeckman Ashley Zeckman (VP Strategy & Customer Success, Onalytica)**

### Everyone is a Researcher (The Growth Mindset)

As Marketers, if we want to compete, the only way to succeed is to go the extra mile. As professionals, we conduct research - maybe a quick web search, but it is not enough to separate from the competition. Understand why deep research is a competitive advantage, methods to improve your research practice, and how to develop a growth mindset. Join the authors of Make Your Customers Dance, Marc Majers and Tony Turner, as they share how to engage your audience and turn insights into business opportunities.

**Marc Majers (Lead UX Researcher, Progressive), Tony Turner (UX Researcher, Meta)**



## How to Embed “Content Thinking” Into Every Area of Marketing (and the Business)

Content marketing has quickly established its rightful place as one of the most strategic functions of marketing. And yet, too many content marketers find themselves put in a box within the larger marketing team: writing blogs, cranking out campaigns, fulfilling orders from the sales team. But content marketing is so much more than writing blogs. From product marketing and demand gen to corporate comms and events, where does content marketing fit? And how do we infuse strategic content thinking into all areas of marketing? In this session, learn how you can add value and accelerate marketing results by embedding content thinking throughout marketing—and the organization!

**Ali Orlando Wert (Director, Marketing Strategy, SmartBugMedia)**

## Success through Simplicity: Content Strategy for the Real World

Create SIMPLER content strategies that are practical, budget-and-resource-friendly, and DO NOT require consultants. In my talk, I'll address the context for strategy, how to pull teams and processes together, and how to define a content turf relevant to buyers/customers/prospects. OF COURSE I'll have tons of real-life samples plus handy hints, tips and secrets.

**Jonathan Kranz (Principal, Kranz Communications)**

## CONTENT STRATEGY (INTERMEDIATE)

### Content al Fresco

In this digital age it's easy to think about content as a series of assets used to drive a message, when in fact it is our best chance to communicate with and listen to the people we want to be in business with. Using storytelling and problem solving as a base for content strategy not only helps create more impactful content but helps build the strong customer relationships that keep a brand moving forward. Drawing on examples from Renaissance art and modern brands, we'll discuss how to build a content strategy that puts solving customers problems front and center while utilizing proven frameworks to build, measure, and improve brand messaging.

**Jacqueline Baxter (Senior Digital Strategist, DX, Sitecore)**

## Futurist Mindset: How Brands and Creators Must Re-Imagine the Community Experience w/ NFTs

Brands and Individual creators create their own communities. The creator economy monetizes and builds Community across platforms. NFTs can segment your audience into a community thats rewarded with unique experiences and utility.

**Brian Fanzo (Digital Futurist Keynote Speaker and Host of Top 25 Daily Podcast, NFT 365, iSocialFanz)**

## Is This Content?! Turning Trends Into Traffic

Online conversations move so quickly, a topic that's trending one day is gone the next. How do you maximize a content strategy that makes your brand seem relevant without totally burning out your content creators, or worse, missing your moment entirely? This session condenses over five years of learnings for maximizing engagement on timely written, social and video content. No newsjacking here, just solid content strategy tips that have been pressure-tested by real content teams.

**Jennifer Jordan (VP & Global Head of Content, Babbel)**

## You Know, There's Actually a Good Story Behind ll That Noise...

The gurus tell you they have the secret sauce. The ninja says they have the hack to 10x your content and go viral. The Marketing Director asks you to put a pdf on social. C'mon. It's all really just noise. It's not that we've lost our attention span, it's that there is simply so much crap out there thrown upon us and we're over it. Let's have a frank discussion about creating content that actually makes a difference and not is just content for content sake. Let's talk about listening to our customers and delivering them the information they want and need, not just what we think they need. Let's drop the ego and understand we don't know as much as we yet we actually know so much for than we think. Let's drop the noise and tell a really good story, a story that people want to listen to. Let's be loud. Let's be brash. Let's be honest. It's exactly what your customers want.

**Meg Coffey (Managing Director, Coffey and Tea)**

## CORE CONCEPTS

### Create a 1-Page Content Marketing Strategy That You'll Actually Use

A documented strategy is a success differentiator. But if it's really long and detailed, most people will never read it, let alone follow it. Walk through the seven steps to make it a single page so it stands a better chance of implementation.

**Ann Gynn (Principal Consultant, G Force Communication)**

### Data: The 4-Letter Word You Need to Embrace

Of course, you must be thinking. Data? Heck no. I'm an artist! I have a spreadsheet allergy! I failed math! Ok, you may not be thinking exactly that, but lots of content creators don't go near data because it's intimidating. The truth is, data can feed your content strategy for months, position you as a thought leader, and drive real business results. The best part? It's actually not that hard! In this session, you'll learn easy go-to strategies that will help you harness the power of data and make it a key part of your content strategy. You'll see real-life examples of how data helped power sustainable content strategies and drove real revenue.

**Inbar Yagur (VP Marketing, GrowthSpace)**

### Start With The Low Hanging Fruits: What The Greatest Conversions Programs Do Differently

Conventional attempts to improve conversion rates use the logical (albeit, somewhat flawed) process. Spend months doing a ton of research, creating hypotheses, and testing these hypotheses. These programs move slow and most of the experiments end up losing. We painfully discovered this: Missteps made during the first three months of trying to improve conversions can kill your success. The problem is, businesses want to achieve two goals: they want to understand their customers and they want to make money at the same time.

**Ayat Shukairy (Co-Founder - Managing partner, Invesp)**

### Story Listening. 7 Tips To Create Better Stories By Using Your Ears.

60% of communication consists of listening. Yet that is one of our most neglected communication skills, in fact, we are getting worse and worse at listening. While good empathetic ears are indispensable for finding and retrieving, and therefore for creating real customer and employee stories. A crash course in listening with questions that kill or boost any conversation, and how to become a better listener yourself.

**Cor Hospes (Creative director, Merkjournalisten)**

### Using Data to Optimize Your Website for Users and Search Engines

There are so many ways to optimize your content for both search engines and for your users. Where do you find the most impactful insights in your data and how do you use those to provide measurable changes to content performance and user experience? This session will provide specific things to look for in your analytics and show you how to improve your content performance based on your findings.

**Brian Piper (Director of Content Strategy and Assessment, University of Rochester)**

### You Think You Have a Great Podcast for Your Brand? How to Measure Your Success.

This session is for brand marketers who have launched a podcast or are considering launching one. In this session, you'll get the scoop on what you need to do to go from good to great with your podcast. Bernie Borges has hosted three podcasts since 2013. He is currently host of the Digitally Irresistible podcast from iQor and host of the Midlife Fulfilled podcast. He will walk through the key ingredients to a successful podcast that you can measure.

**Bernie Borges (V.P. Global Content Marketing, iQor)**

## DEMAND GENERATION

### A Simple Framework for GTM Excellence

In this session best-selling marketing author, Randy Frisch, will share a proven model for how to guide customers through the buyer journey. This session sandwiches the role of content around the various strategies we need to deploy any GTM strategy. Whether you subscribe to Inbound, Demand Generation, ABM or a mix of Sales & Customer Engagement you are always responsible in marketing and sales to create a compelling go-to-market plan.

**Randy Frisch (Chief Evangelist, Uberflip)**

### B2B Lead Generation School: From First Keyword to Final Conversion

It's that first moment when your ideal prospect realizes they need help. They're ready to start looking. This is the zero moment of truth. How to attract them, build their trust and gently guide them to that final thank you page. Our goal is to attract a steady stream of qualified visitors who need our help. Our goal is marketing qualified leads everyday.

There are a hundred little factors in lead generation. But some are far more important than others. Each attendee will leave this session with new perspectives and actionable takeaways for a stronger funnel.

**Andrew Crestodina (Co-founder / CMO, Orbit Media Studios)**

### B2B Lead Generation School: From First Beyond Organic - How to Drive Traffic with Native Advertising

**Jesper Laursen (CEO, Brand Movers)**

### Building a Better Content On-Ramp for Your Customer's Buying Journey

Is your customer on a journey or a jaunt? Are you asking them to renew their contract—or to make a career-making (or breaking) leap of faith? It may sound obvious, but different customer journeys call for different content maps. And the old TOFU, MOFU, BOFU route just doesn't cut it. Before cranking out the same old formulaic itinerary for early, mid and late stage content, stop to consider where your buyer is starting and where they need to go.

**Carmen Hill (Content Strategist & Writer, Chill Content, LLC)**

### Content Marketing in a Cookie-Less World

The cookie is about to crumble in 2023, the third-party cookie that is. With the digital advertising industry about to be transformed in 2023, this session reviews the multiple strategies that content marketers can use to drive first and second party data, to grow audiences and to create content that engages and converts. This presentation reveals best practices for brands on how to be relevant and targeted, how to create Google-friendly content and how the role of content has increased along the customer journey. This session is packed with examples and options for content that converts and drives the customer journey across platforms and strategies including SEO, long-form content, video, social media, Amazon, e-commerce portals, retail e-stores, websites and Martech apps.

**Jacqueline Loch (EVP Customer Innovation, SJC Content)**

### Making Every Call Count: The Role of Funnel-Optimized Websites in Behavioral Targeting Campaigns

The biggest mistake most companies make with their website is valuing form over function. But smart B2B marketers understand the need to create dynamically funneled websites and content marketing campaigns to uncover the hidden sales signals, generated by self-educating buyers, to better triangulate the location and intent of those buyers in the purchase process.

**Tom Martin (President, Converse Digital)**

## EMAIL & CONVERSION

### Beyond SEO: How Website Optimization Can Double Your Traffic, Conversions, and Sales

SEO is all about driving traffic to your website. But it's what that traffic does when it's there that matters. In this session, we'll talk about how pairing SEO and conversion strategy will maximize the ROI on your content investments. You'll hear case studies about companies who have tripled search visibility, doubled organic traffic, and improved conversion journeys by more than 500%.

**Laurel Miltner (Director of Digital Strategy, Orbit Media)**

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# BREAKOUT SESSIONS

September 13-16 • Cleveland, OH  
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## Counterintuitive Email Marketing Strategies That Work

You'd never send an email without a call-to-action (CTA), right? Unless it works. While such an email might not generate clicks, it could still generate awareness, engagement and brand affinity. Often in email marketing, going against conventional wisdom gets results. So how do you stand out in a crowded inbox? Embrace a counterintuitive approach that makes subscribers smile when they see they've got mail—from YOU! Stop treating email like a chore and start realizing that it can be the most enjoyable part of marketing: an opportunity to experiment, be bold, and measure (i.e., to determine how to be even bolder). Try a few counterintuitive email strategies that deliver unexpected results: more opens, clicks, and engaged subscribers.

**Ashley Guttuso (Chief Strategy Officer, Simple Focus Software)**

## EXECUTIVE

### Predicting the Future for Fun and Profit!

Most large corporations have access to deep research on the emerging technologies that will change their respective industries and impact society. Corporate research is comprised of for-hire management and strategy consulting firms, academic partnerships, in-house think-tanks, innovation hubs/centers and industrial research labs. To transform research results into meaningful thought leadership vehicles it is crucial for content marketers to ensure senior leadership can clearly articulate the learnings and properly socialize it both throughout the company and externally, or else the risk is that whatever they learn will be lost in bureaucracy or misapplied. High-value in-depth quantitative and qualitative research isn't easily distilled into a collection of AB-tested headlines on an Excel spreadsheet; it deserves to be interpreted and packaged by world-class tech and science journalists, technologists, futurists, designers, and strategists. This session will share how to use deep research/help content marketers become more sophisticated and participative in the process.

**Garrett Law (Consultant, Attention Span Media)**

## Why CMO's Need to Outsource Their Content Studio

In 2022 the best talent will be remote; will be freelance; and will choose when they want to work and for whom they want to work with. The CMO of 2022 needs to stop relying on their internal Subject Matter Experts to be super smart AND creative. Leave that to the content creators - and guess what - they are not internal. The pandemic has created a bench of worldwide talent that has the knowledge and expertise that CMO's need. From strategists to designers to content writers to project managers, your studio is ready to start now. Add in tools such as Slack, Asana, Box and Workfront and the studio can be productive and efficient across multiple timezones. What the CMO of 2022 and beyond needs to do, is break out of the status quo, stop relying on internal teams and tap into a vast bench of content expertise versed in their industry to build content that is educational, inspirational and engaging.

**Michael Weiss (VP Consulting Services & Solutions, Creative Circle)**

## Why We Must Embrace the Lost Art of Originality & Transparency in Marketing

In this interactive session serial entrepreneur and bestselling author, Chris Ducker takes you through several steps to understanding and utilizing the not-so-secret (but grossly underestimated!) marketing and conversion strategy of being original and transparent... and why it'll lead to more success for you and your company, in the always-connected business world that we live in.

**Chris Ducker (Founder & CEO, Youpreneur)**

## INDUSTRIAL MARKETING SUMMIT

### Earning a Seat at the Exec Table: A Field Guide for Marketers in Traditional Industries

Those who work in B2B industrial marketing have unique challenges – and opportunities. Join MJ Peters for a discussion on career progression and the role of marketing in industrial companies. In the last 6 years, MJ has progressed from solo marketer to VP Marketing at CoLab Software, a venture funded software startup focused on industrial equipment companies.

**MJ Peters (VP of Marketing, CoLab)**



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## Inside the Mind of the Technical Buyer: Create the Content your Prospects Actually Want

The stakes are high when it comes to technical purchases, which is why these meticulous buyers research more deeply, consume more content, and have a longer buyer's journey. We know we need content, but how much? What type? And what topics? Learn the latest industrial content marketing trends and how to approach content planning using a buyer-centric strategy.

**Wendy Covey (CEO and Co-founder, TREW Marketing)**

## Marketing for Manufacturers: Creating Content to Power Direct AND Channel Sales

Join three industrial marketing professionals as they discuss the unique challenges for marketing teams supporting direct and channel sales strategies. Hear their techniques to provide practical solutions for content creation, delivery and promotion.

**Eddie Saunders Jr (Head of Demand Generation, Flex Machine Tools), Lara Schneider (Senior Marketing Manager, Toshiba International Corporation), John Vander Linden (Director of Digital Customer Experience, Columbus McKinnon)**

## Meeting the Customer where they are: Content Delivery in the Digital Environment

Shifting strategies to digitize your customer journey has never been more important. This session will discuss how to approach this challenge and think differently about your marketing content, your digital partners, and how to organize your team internally to accomplish these goals.

**Ashley Quinlan (VP Digital Marketing & Global Distribution, Samtec), Daniel Williams (CIO, Samtec)**

## KEYNOTE - BIG IDEAS

### The Content Design of Civil Discourse: Turning Conflict into Collaboration

In the current political climate, it seems like we've all but given up on productive, respectful discourse. However, there are simple design and content design choices we can make that encourage collaboration over conflict, even when dealing with hot-button issues. In this session we'll look at real-world examples of how the way we phrase a question or design

an interaction can have a huge impact on the quality of conversation, and the three rules they share.

**David Dylan Thomas (Founder, CEO, David Dylan Thomas, LLC)**

## Running the Content Marketing Marathon: Lessons from a Decade-Long Journey

Proving the value of content marketing to the C-suite can be one of our toughest challenges, and it takes time that often is not granted. How can we build trust in our discipline and get the resources needed to be successful? What metrics help tell our story? Hear tips, tricks and lessons learned from one of the most successful content marketers in the business. Amanda Todorovich has led Cleveland Clinic's content marketing efforts for a decade - taking it from a small blog and simple social media management to a sophisticated, 80-person, revenue-driving powerhouse. She will take you on her marathon journey that resulted in the largest investment ever made in marketing in their organization's history!

**Amanda Todorovich (Executive Director Content Marketing, Cleveland Clinic)**

## MASTERS OF CONTENT

### Facts are Stubborn Things

Journalism, ethnography and content marketing are all practices rooted in the ancient Greek art of rhetoric, or persuasion. Based on deep experience in all three fields, I'll make a case for fact-based content marketing that puts the needs of your audience first. Over the last three years, Workflow, ServiceNow's thought leadership publication, has gained a loyal following of business leaders who rely on the site's deeply reported stories on critical issues like managing hybrid teams and building digital business models. Workflow now reaches about half a million people a year, with peak average engagement 4x the U.S. standard. Beyond Workflow, we've expanded our thought leadership footprint to include social channels and partnerships with leading business and technology publications around the world. Through all these channels, ServiceNow reaches hundreds of millions of business readers every year, making them aware of the company's deep insights and points of view on how the world of work is evolving. This multichannel, always-on strategy allows us to respond quickly to global events and industry trends, so we can reach audiences with ideas that matter to them in the moment and make them aware of the myriad ways ServiceNow is equipped to help.

**Richard Murphy (Editor in Chief, ServiceNow)**



# BREAKOUT SESSIONS

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## Mine Your Data: How To Use Research as the Fuel for Your Content Engine

Every brand has valuable data – proprietary insights that tell a story or solve a problem. The trick is to find an audience that's hungry for that knowledge. Or, to create one. And then, you've got to tell a really good story. Like everyone on earth, back in March of 2020, Monster Worldwide (the job board, not the energy drink), had a problem. In a matter of weeks, the US had gone from record low unemployment to historic highs. How could a brand that is known for connecting people to jobs fulfill its mission when the jobs market was tanking? Data to the rescue. Despite not having a new product to launch or even much of a market to service, Monster figured out how to leverage proprietary data to an audience hungry for insights, advice, and leadership. Over the next 18 months, Monster turned that data into the secret sauce that powered an integrated content marketing campaign featuring two microsites, seven ebooks, over 35 new blog posts, six infographics, twenty webinars, four executive thought leadership posts, and earned over 1,000 media placements. Oh, and it also won 2021's Content Marketing Awards for Best Content Launch and Best Use of Original Research. Come hear how Monster mined the data and turned metrics into content marketing gold.

**Julia Gaynor (Senior Marketing Manager, Content & Strategy, Monster), Carl Germann (Marketing Director, Brand Communications, Monster)**

## PURPOSEFUL MARKETING

### Content for Everyone: Why Inclusivity Wins Every Single Time

Marketing has the power to make a difference when it comes to advancing the key principles of diversity, equity, and inclusion throughout the marketing pipeline from product development to consumer awareness and delivery. While authenticity is the buzzword of the day, not everyone is sure how to achieve it. While some get it absolutely right, others dance between appreciation, appropriate, performative action, cancel culture, and allyship - never quite certain if they've struck the right chord with their constituents. So how can marketers use their strategic prowess to build an inclusive brand inside and out that speaks to the hearts and minds of their community?

**Karen McFarlane (CMO, LetterShop)**

## Creating Content to Change the World

Over the past two years, our world has changed considerably. Whether you call it the new normal or something else we are realizing that we are all connected, and all responsible for one another. Marketing has to reflect this changing zeitgeist. At a very basic level, simply acknowledging what we've all been through can be a powerful way of acknowledging the experience of your audience. As content creators, we can and possibly must consider that our content can change the world. It is a huge responsibility but thousands of creators at organizations big and small have shown us that it is possible. This session will offer inspiration and provide a practical guide for storytelling to engage an audience, especially when activating through brand purpose.

**Jacquie Chakirelis (Vice President of Digital Strategy, Quest Digital/Great Lakes Publishing)**

## Great Examples and Lessons From the Creators of Evergreen Content - Part II

What if one of the speakers of CMWorld has been able to send a message back in time from 2027. A message on how audiences behave in the future and how marketers can focus on a sustainable marketing strategy, instead of creating single-used, disposable content campaign after campaign? Seems impossible? On the contrary! In storytelling nothing is impossible. Last year Carlijn surprised the audience with a brilliantly produced short film. Her film, 'What if, creating single-used, disposable content were a crime', tells the story of Mark Connor. A marketing strategist that is being interrogated for his actions by the investigator of the fictional Bureau of Audience Concerns. Through this film that was set in the future, viewers were inspired to think about their content. And how they could start investing in a sustainable marketing strategy. And now she is back with the examples and lessons learned by marketers that already have started to create evergreen content. A live presentation on stage with short (recorded) Q&A's with marketers that have taken action on creating evergreen content.

**Carlijn Postma (Author, speaker and founder of The Post, agency for content marketing, The Post)**



## How to Drive Revenue with Podcasts and Networking

Podcasts are not only a way to build a loyal audience, but also to provide an opportunity to foment relationships with interviewees in companies you want to attract. By creating an interview podcast for your organization, you are able to open doors in players from your industry. Thus, you not only promote a channel with quality content, but also a sales funnel with very qualified leads. In this session, you will learn how to structure a process using tools such as LinkedIn (for invitations), PipeDrive or similar (for control of invitations), email and others.

**Cassio Politi (Founder, Tracto)**

## Leveraging Content as a Beacon and Growth Driver

**Deanna Ransom (Executive Director, Women in Revenue)**

## OK Boomer: Content for Generation Z

There are tons of guides on how to craft awesome content, but is such content tailored to the tastes of generation Z? With these session Olga will reveal how to grab attention of 'zoomers': what kind of content they prefer, which tone of voice brands should pick and what platforms will perturb Facebook-Instagram-YouTube dominance in the years to come.

**Olga Andrienko (VP of Brand Marketing, Semrush)**

## SALES ENABLEMENT

### Designing Your Sales Funnel for the Visual Generation

Did you know that 91% of audiences demand visual content as their primary, secondary and tertiary forms of information delivery? Or that 63% of consumer spending power rests in the hands of the visual generation; digital natives who both contribute to and participate in nurturing the content ecosystem that fuels this demand? Everyone is seeking attention through media these days and brands must compete with their own customers just to stand out. As attention spans dwindle and everyone considers themselves a creator, organizations that aren't speaking visually are falling behind! But what if you could meet this demand without feeling like you are constantly having to generate great

content? Through a systematic approach, you can deliver the visual touchpoints your audience demands, while ensuring quality and authenticity with each interaction. Learn how to design your sales funnel for the most powerful consumer generation on the planet: the visual generation.

**Amy Balliett (Senior Fellow of Visual Strategy, Material)**

## How to Turn Your Sales Team into a High-Performing Content Marketing Channel

The top-of-the-funnel goal of your sales team is to build trusted relationships with their prospects. The content you're already developing as part of your killer content marketing enterprise is the perfect means to that end. In this session, we'll review everything you need to turn your sales team into a high-performing content marketing channel.

**Vishal Khanna (Vice President of Marketing & Communications, HealthPrize)**

## Scale Productivity and Streamline Your Sales and Marketing Outreach

The Pandemic has changed how we perceive time - commute time, flex time, family time. I know I have come to the realization that time is my most precious commodity. Unfortunately, many of us are still wasting hours of time a week in what feels like menial labor when it comes to sales and marketing outreach. In my session I will share with you 8 use cases our team uses every week to streamline our sales and marketing outreach. You will walk away from this session with tools, templates and strategies to begin implementing immediately, saving you hours of time while making you more effective and productive. Whether you are in sales, marketing, sales enablement (or all three), don't miss this value packed session.

**Viveka von Rosen (Chief Visibility Officer, Vengreso)**

## SEARCH ENGINE OPTIMIZATION

### Opportunity vs. Impact: The Art of Prioritization

Content marketing experts juggle a host of competing interests on a daily basis, from business priorities and the evolving search landscape to rising competition, internal

resource limitations, and even new product or service launches. With all of these interests vying for attention, what's a marketer to do? Prioritize! Equal parts art and logic, developing a prioritized framework can be a marketer's right hand to keep things moving. A prioritized, actionable approach to content marketing and SEO can be the difference between an organic strategy that falls flat and a sustainable strategy that drives performance. In this breakout session, Katie Tweedy, Supervisor of Content Marketing + Strategy at Collective Measures, will help attendees identify when they need to prioritize, how to synthesize competing business priorities and initiatives into an actionable (and impactful) content framework, and how to ensure your prioritized approach remains flexible when the unexpected happens.

**Katie Tweedy (Content Marketing + Strategy Supervisor, Collective Measures)**

## Scaling SEO Campaigns in 2022: A Behind the Scenes Look at How Great Brands Achieve Massive Organic Traffic

Has your organic traffic plateaued? Typically, marketers implementing SEO best practices struggle to maintain strong organic traffic growth. Discover what search marketing leaders at top brands, including Kraft, HP and IBM, have learned about generating massive organic traffic. During interviews they all told the same story—building on previous SEO success is often much harder than achieving your first organic clicks. Scaling organic traffic requires a different set of SEO strategies and allocation of resources that go well beyond best practices. Join 20-year SEO expert Dale Bertrand for a step-by-step framework for scaling organic traffic, based on a dozen face-to-face interviews with experienced SEO practitioners who have generated organic traffic at the global scale.

**Dale Bertrand (Content and SEO Strategist, Fire&Spark)**

## How Influencers Can Ignite Your Content Marketing

You take the time to create great content. You build a plan to distribute and promote it to get it in front of the right people at the right time. And still, sometimes it doesn't quite hit the mark. Why? Because it's coming from you. What if you let someone else create the great content? Someone who was really good at doing so? What if you let them promote it to their audience for you? And their audience is exactly who you want to reach? The content then

becomes rocket fuel to ignite them around your message and brand because it didn't come from you. It came from someone who influences them. Someone they trust and rely on for content every day. This is true influence content marketing (notice there's not an R there). In this session, Jason Falls will show you why your assumptions about influencers are wrong and how they may just be the key to setting your content on fire.

**Jason Falls (Senior Influence Strategist, Cornett)**

## SOCIAL MEDIA/ INFLUENCER MARKETING

### The Creator Craze: What It Means and How to Ride the Wave

Twitter launched Communities, everyone launched a creator fund, and TikTok became the #1 website in 2021. All of these events and more have built a foundation for creators to shape the future of social media. After months of lockdown and a global pandemic, consumers are pursuing purpose and looking to creators to provide an authentic escape. This means several things for marketers: - Niche, online communities are going to grow - User-generated, creator, and authentic influencer content will become a necessity while brand content will continue to decline in reach and engagement - Employee creators and employee brands will be differentiators. Join me as we explore these topics and provide actionable ways to ride the creator wave.

**Corynn Myers (Director of Brand Strategy, Simpson Scarborough)**

## TEAMS & CULTURE

### Change is Hard; Humor Isn't. It's Empathy

Change, like the truth, can be hard. What if we had a way to look at the gaps in our lives (and companies) with more compassion, humor and laughter? We can. It's time we reframe the power of truth, trust and the role of humor in helping us get there. Not only can we do it as individuals, our companies and brands can do more too. Instead of fearing humor as 'being funny,' let's embrace humor as compassionate, actionable truth.

**Kathy Klotz-Guest (Author, Speaker, Comedian, Founder, Keeping it Human<sup>SM</sup> Inc.)**



# BREAKOUT SESSIONS

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## Editorial Prenups: How to Create a Happy, Productive Team with an Operating Contract

We all have those unspoken rules of behavior. You know the ones — they are typically unwritten, yet blindly followed agreements.

They way things are always. Many of us stumble through onboarding to figure out how to work with others and what is rewarded vs. frowned upon. But what if we could flip operational rules on its head and build something together as a team?

This session will walk through the importance of an operating contract and how to build one with your team. Please attend if you are building or expanding your editorial team.

**Amy Higgins (Senior Director, Content Strategy, Twilio)**

## Fuel Marketing Transformation with Team Alignment

Strategy consulting costs \$30 billion a year but 80% of those initiatives fail. Why? One single factor predicts the winning 20% – team alignment. Is your team dysfunctional or ready to tackle that new initiative? The plan can make perfect sense on paper but be rejected in practice; the reason gets clearer when you consider whose job gets easier, who gets credit or extra resources, and individuals' aversion to risk and change fatigue. Change can be easy or hard; smart teams prepare. Learn from our experiences with organizations as diverse as a \$1.7B member association, a top-50 university, a utility provider, and a global mining company as they implemented new content technology, overhauled legacy websites, expanded to new content audiences and more. We'll share simple and actionable tools supported by decades of change research to help you create a compelling change roadmap for your team.

**Melissa Breker (Strategic Business Advisor, Breker Group),**

**Jenny Magic (Strategist, Better Way to Say It)**

## How to Build and Nurture Kick-Ass Content Marketing Teams

Content marketing is a team sport. But how do you hire and cultivate a winning team? Learn the best tips from a content pro who has been both a member and a leader of high-performing content and editorial teams. We'll cover how to design and structure a team to suit your current—and future—needs, how to approach the recruiting and hiring process, and how to manage your team for both maximum productivity and

job satisfaction—no, job happiness. We'll go beyond the conventional team culture wisdom and get into less flashy best practices that actually work.

**Monica Norton (Head of Content Marketing, Yelp)**

## Knowing How Diversity Drives Revenue

Did you know BIPOC markets have a buying power of \$4 Trillion? D&I doesn't start and stop at the HR department. The world is evolving, especially the platforms we love to support. Therefore, it is important to understand the methods to market to diverse audiences. As marketers, we are responsible for the messaging and mediums that we create in order to market our brands. Let's explore how your company can tap into diverse marketing with a solid inclusive marketing strategy.

**Michelle Ngome (Executive Director, African American Marketing Association)**

## Marketing Burnout: Cultivating Balance in a World Gone Wild

Marketers are contributing to what's being called The Great Resignation. From content to performance, marketers have been under the strain for years to do more with less, manage budgets with wild inflation, and perform at their peak while covering multiple jobs (sometimes for years). Organizations, and the marketers in those organizations, are struggling to find an equitable give-and-take to maintain brands and outreach. Both marketing leaders and marketers themselves need more tools in their toolbox to meet the pressure of the market without burning out. Using real world interviews, and original research Jann will share her team's findings.

**Maureen Jann (CEO, Chief Marketing Strategist, NeoLuxe Marketing)**

## VISUAL STORYTELLING

### How Kimpton Hotels Uses Interactive Content To Hone Its Creative Edge While Delighting Customers

Meet like you mean it. Following the pandemic's two-year disruption to the meeting and event industry, Kimpton Hotels set out to show meeting planners how to deliver more meaningful meetings. Kimpton utilized Ceros' content creation platform to

develop a dynamic microsite for its No Ordinary Agenda campaign, designed to inspire meeting planners to reimagine how they bring teams together. From sample agendas to dynamic imagery to interactive maps, the microsite allows meeting planners to explore a host of creative event options through an immersive experience. Kimpton utilizes the site as a destination landing page for lead generation, integrating paid media, as well as a sales tool for hotel sales managers to showcase and close business with clients. In this presentation, Cari Bojanowski, Director of Brand Digital Marketing at Kimpton and Alex Kelly, Director of Digital Marketing at Ceros share how leading brands have found a creative and competitive edge using interactive content.

**Cari Bojanowski (Director of Brand Digital Marketing, Kimpton Hotels), Alex Kelly (Director of Digital Marketing, Ceros)**

## How to Create a Successful Live Show & Be Confident on Camera.

Haven't tried live video yet? It's time! Learn the tips, tricks and more to become a pro at live video! You'll learn how to build a live video strategy from scratch, equipment and setup needed for live video production and real-world examples of what really gets views. Along with that you'll discover the best way to tell your story and connect with consumers by creating a unique and immersive experience that increases engagement and builds brand loyalty. Whether you're a B2B or B2C company, you will leave with a better understanding of live video best practices, fresh ideas to incorporate into your social media marketing strategy and the equipment and confidence needed to create a successful live show.

**Jennifer Watson (Senior Social Media Manager, ActiveCampaign)**

## Show, Don't Tell: Putting CX at the Center of Marketing

Customers' patience is short, and their expectations are sky high. That's why marketing campaigns that showcase real customer experiences are more valuable than ever before. From unboxing videos to office walk-throughs to pro-user demonstrations, content that shows customers exactly what they're going to get builds trust, while also helping you to identify qualified leads. Convince & Convert head of strategy, Zontee Hou, will teach you how to get the most out of CX content in this example-filled session.

**Zontee Hou (Director of Strategy, Convince & Convert)**

## Ultimate Video Marketing Case Study: how I sold my family's crappy Mazda Protege

Video marketing is growing more and more important. The problem is if you skip a step, you probably aren't getting the most out of the content. Tony Gnau is an Emmy award-winner and the Founder and Chief Storytelling Officer at T60 Productions. He's produced videos for the likes of United Airlines, Walgreen's, and NBA legend Dwyane Wade. So when he needed to sell his family car, he put all his marketing experience to the test! Tony will walk you through this case study step-by-step. From his marketing plan to creating the video to how he promoted it. It's a story that will apply to B2C and B2B marketers alike. He'll show you exactly how he sold his family's crappy Mazda Protege.

**Tony Gnau (Founder & Chief Storytelling Officer, T60 Productions)**

## WRITING/CONTENT DEVELOPMENT

### 5 Secrets to Persuasive Content That Will Blow Your Mind

Need your content to convince people? Then you need to know what cognitive scientists know. Every day they uncover new information that confirms people don't usually think about what they do. Instead, they conserve mental energy and react automatically -- relying on hard-wired decision defaults that influence everything from what they read ... to whom they trust ... to when they buy. If you want your content to persuade people, you need to know the words, phrases, and frames that trigger these decision defaults. And you want easy ways to use them. In this example-jammed session, you'll discover the decision-making shortcuts all humans have, and how you can harness them to become a more effective, more persuasive content marketer. Don't risk your content being ignored, overlooked, or forgotten. Gain your competitive advantage by writing to hack people's brains.

**Nancy Harhut (CCO, HBT Marketing)**



## Left-Brained Creative: How to Craft Stunning Content When You're Out of Creative Juice

We've all been there: struggling to come up with a creative new way to frame the same topic to the same audience, reinforcing our same business goals. But the pressure never lets up - we're expected to produce content, even when we don't have any good ideas. Everyone has a process for getting their creative juices flowing but have you ever considered.... data? Yes, data! Karen has always been a data person - left brained and logical. And yet, somehow, she's been able to use data and research to craft impactful content and campaign concepts for some of the world's largest nonprofits and businesses. How? Through effective brainstorming, many trails (tests!), and structured, qualitative research. Data! This session will jumpstart your creative process - no matter what your natural inclination for creativity - so you can spend less time spiraling and more time crafting creative content that works.

**Karen Hopper (Performance Marketing Strategist, Razorfish)**

## Rewrite like Taylor Swift: What B2B Marketers can Learn from a Swiftie

Content creators are sitting on mountains of content, but it just doesn't feel fresh. Learn from Tay-tay about how to take existing content and rework it for success. In this session, you'll learn to choose content that needs updating, use callbacks and phrasing that helps your audience connect, and write like a Grammy-winning queen. We'll examine email newsletters, website content and blogging to reinforce the points. No singing required.

**Ahava Leibtag (President, [www.ahamediaigroup.com](http://www.ahamediaigroup.com))**

## The Copywriting Rules You WISH You Had in College

In the US alone, companies waste \$400 BILLION (!) each year due to crap writing skills throughout marketing, sales, customer service and beyond. But then spend \$3.1 billion each year on REMEDIAL WRITING TRAINING. In order to communicate effectively, everyone has to write. Yes, we live in a world where there are podcasts and video, but in the end, that all gets translated into text, one way or another. Turns out 'writing' is not the soft skill once dismissed as a waste-of-time college major and instead is perhaps the most essential job skill across every department. And it's high time you brushed up. Join copywriting expert, former rock 'n' roll DJ and AI content-creation tech

founder Kate Bradley Chernis for a tactical, cliff-notes-styled run through of writing essentials that will make you lean forward and think DUH.

**Kate Bradley Chernis (CEO, Lately.ai)**

## Your Words, Not Mine: How (and Why) To Spice Up Your Content with Expert Interviews

Sure, you're a great writer. But that doesn't mean you're an expert on every topic your audience cares about. So how can you deliver compelling, credible content that keeps them coming back for more? Put on your journalist hat and start asking questions! Think of this session as a crash course in interviewing. You'll learn how to identify and get in touch with the experts you need, whether you're working in the B2B or B2C space. You'll also need a persuasive pitch if you want to earn their time, but don't worry: there's a template for that. From there, we'll cover tips for getting prepared, conducting the interview, and using all those juicy quotes in your content. By the end of the session, the only question will be who you're going to interview first.

**Sarah Goff-Dupont (Principal Writer, Atlassian)**

## INDUSTRY FORUMS

- Financial Services
- Technology
- Small Business, AJ Huisman (Co-Founder, Content Marketing Fast Forward), Bert van Loon (Co-Founder, Content Marketing Fast Forward)
- Healthcare, Cleveland Clinic
- Retail
- Professional Services, Jonathan Kranz (Principal, Kranz Communications)



# BREAKOUT SESSIONS

September 13-16 • Cleveland, OH  
#CMWorld • [contentmarketingworld.com](http://contentmarketingworld.com)

## PRE-CONFERENCE WORKSHOP

### **Breaking Up with Your Website; Leveraging Technology, Content Modeling and Governance to Deliver Great Omnichannel Customer Experiences**

Ahava Leibtag (President, [www.ahamediagroup.com](http://www.ahamediagroup.com))

### **How to Define and Build Your Content Marketing Strategy**

Michael Brenner (CEO, Marketing Insider Group)

### **How to Right Your SEO Ship When You're Thrown Off Course**

Mike Murray (President, Online Marketing Coach)

### **Marketing Writing Masterclass**

Jonathan Kranz (Principal, Kranz Communications)

### **Semantic Search: The Pillar of Modern Storytelling**

Sherry Bonelli (Owner/Digital Marketer, Early Bird Digital Marketing), Laura Hand (CEO & Founder, Laura Loo Experience Design), Mariah Obiedzinski (AVP of Content Services, Stamats)

### **Supercharge Your Content Marketing with Greater Creativity**

Carla Johnson (Innovation Architect, RE:Think Labs)

### **Why it's Time to Kondo Your Content Chaos (and How to Do It)**

Karen Hesse (CEO, 256), Mark Scully (Head of Digital, Innovation & Strategy, 256)