

INDUSTRY MASTERCLASSES | 9:00 AM – 10:30 AM

Financial Services Masterclass

- Speaker TBD

Manufacturing Masterclass

Manufacturing Masterclass: Use personal branding to accelerate B2B marketing campaigns

- Morgan Norris (TREW Marketing)

Technology Masterclass

- Speaker TBD

Healthcare Masterclass

- Speaker TBD

CORE CONCEPT WORKSHOPS | 10:45 AM – 12:15 PM

Core Concept Workshop: **Content Strategy**

Optimizing Content Strategy for Effective Go-To-Market (GTM) Planning

- Pam Didner (Relentless Pursuit LLC)

Core Concept Workshop: **Measurement & ROI**

Measure the Impact and Value of Your Search Optimization

- Brian Piper (University of Rochester)

Core Concept Workshop: **SEO**

SEO Strategies for Beginners: Outshining AI with Information Gain

- Mike King (iPullRank)

Core Concept Workshop: **Content Planning**

Agile Content Marketing Roadmap

- Bert Van Loon (Content Marketing Fast Forward)

Core Concept Workshop: **Content ROI**

Dollars and Sense: Finding Content ROI Without Losing Your Mind

- Monica Norton (Yelp)
- Amy Higgins (Amy Higgins Consulting)

DEEP DIVE WORKSHOPS | 1:15 PM – 4:15 PM

Deep Dive Workshop: **Content Strategy**

Document Your Content Strategy

- Michael Brenner (Marketing Insider Group)

Deep Dive Workshop: **SEO**

Advanced SEO Strategies for High-Performance Content

- Dale Bertrand (Fire&Spark)

Deep Dive Workshop: **Measurement & ROI**

GA4 and Content Performance Measurement

- Andy Crestodina (Orbit Media Studios, Inc.)

Deep Dive Workshop: **Content Planning**

Winning Habits of Customer-Centric Marketers

- Sydni Craig-Hart (Smart Simple Marketing)
- Wil Hart (Smart Simple Marketing)

Deep Dive Workshop: **Content Tech**

Content Tech

- Cathy McKnight (The Content Advisory)

Deep Dive Workshop: **Writing/Storytelling**

Writing/Storytelling

- Ann Gynn (G Force Communication)