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)