



content
marketing™
world2025

WORKSHOPS & KEYNOTES

MASTERCLASSES

Monday, 9/15 • 9 - 10:30 AM

Financial Services Masterclass:

Fashion, Function and Finance: Finding the balance in BFSI content marketing

Nicole Martin

Managing Director, Pace Communications, Inc.

All brands fluctuate between the flashy, glamorous ideas that get people excited and the practical, tactical steps to meet business goals. Sometimes you need more of one, sometimes the other. This workshop will empower both B2C and B2B marketers at banking, financial services and insurance (BFSI) brands to win at both.

Healthcare Masterclass:

From Chaos to Consistency: Building a Modular Content Strategy for Healthcare Marketing

Ahava Leibtag

President, Aha Media Group

Healthcare marketers are drowning in content requests—web pages, brochures, social posts, and more. But the real problem isn't the volume—it's the approach. Content gets created in silos, locked into specific formats, making it hard to reuse efficiently. In this hands-on workshop, we'll challenge the traditional "holder" mindset and introduce a modular "stack" approach to content. Using structured content principles, AI, and automation, you'll learn how to build scalable, flexible messaging that works across channels. Expect interactive exercises, real-world examples, and a roadmap to get started—so you can stop reinventing the wheel and start making content work for you.

Higher Education Masterclass:

Integrating AI in Your Institution

Brian Piper

Director of Content Strategy and Assessment, University of Rochester

AI is transforming higher education by enhancing operational efficiency, personalizing student experiences, and optimizing marketing and admissions. However, successfully integrating AI requires strategic planning, leadership buy-in, governance structures, and ethical considerations. This masterclass will provide higher education leaders, administrators, marketers, IT teams, and faculty with a comprehensive framework to implement AI at their institutions, from initial pitch to full-scale adoption.

Manufacturing Masterclass:

Build and Execute a Targeted Campaign in a Month, Without Losing Your Mind

Morgan Norris

Sr. Brand and Content Manager, TREW Marketing

While the manufacturing space is known for longer sales cycles and endurance efforts, an increasing number of companies are looking to spin up quick marketing campaigns to get ahead. These opportunities arise when the business wants to test a new product or concept, establish a presence in a new market, maximize an opportunity with a partner, or target a specific account. You've faced the challenges that come with these projects if you've ever had sales or executive leadership say "we need a new campaign launched at the end of the month!" and you've evaluated the work required and just said no... it's not possible. We've found a repeatable way to make these campaigns possible. You can support your business in a new effort without compromising the overall brand, derailing your marketing organization, or losing your mind.

The TL;DR Content Marketing Strategy Workshop

Robert Rose

Chief Strategy Officer, Content Marketing Institute

Are you looking for an overall introduction into the best practices strategy of modern content marketing? We have a full 12-hour course that we've partnered with the American Marketing Association for a complete certification program. But for Content Marketing World we've assembled a fast and furious – but thoughtful and practical – 90-minute workshop to dive into the best practices of modern content marketing strategy. This workshop is designed to bridge your knowledge, and elevate your career as a strategic content marketing. This isn't a workshop on how to write more creatively, or rank higher in search, or apply AI in your strategy (though we'll touch on ALL of those things). This is a workshop designed to illuminate the strategic approach to modern content marketing no matter how big your business. Attendees will receive 1.5 AMA Continuing Education Units (CEUs) and a special discount for the full online training program.

MASTERCLASSES

Monday, 9/15 • 9 - 10:30 AM

Professional Services Masterclass

Storytelling Supercharger: Master the 15 Principles That Make Professional Services Content Unforgettable

Joe Lazer

Fractional CMO, Pepper Content

In this hands-on, interactive workshop, Joe Lazer – bestselling author of *The Storytelling Edge* and CMO at Pepper – will guide participants through the essential storytelling principles from his forthcoming book *Super Skill*, empowering them to transform complex expertise into client-winning stories and thought leadership. Gone are the days when publishing “pretty good” white papers and case studies cut it. In a world of AI slop, distinctly human storytelling is your biggest competitive advantage. In this workshop, you’ll master specific frameworks and techniques that will immediately elevate both your firm’s marketing strategy and your personal brand and authority in your field.

Technology Masterclass

TBD

Marketing Analytics & Data Science (MADS Program)

TBD

CORE CONCEPTS WORKSHOPS

Monday, 9/15 • 10:45 - 12:15 PM

15 Counterintuitive Tactics Smart Marketers Can Use to Succeed

Nancy Harhut

CCO, HBT Marketing

Today the thing that doesn't make sense is the thing that can work best for marketers. Face it: Your customers and prospects don't always make sense. Current brain science research shows they often act irrationally, making decisions that aren't considered. Yet there are certain counterintuitive ways to get them to consider you. Discover exactly what they are and how to easily use them in this eye-opening session. See numerous market-tested examples from messaging, marketing practices, and pricing. And gain 15 fast, new ways to increase the response to your emails, ads, web pages, social posts, etc. These tactics may not make sense, but they do make money!

Built for Buy-In: The simplest, strongest way to get audiences invested in your ideas

Tamsen Webster

Bestselling Author, Keynote Speaker, Founder of Message Design Institute, The Message Design Institute

When there's so much competition for time, attention, and resources, getting your ideal audience to see your speech and your idea as right for them—quickly—is critical. But what do you do when all your reasons for being "right" aren't right for those you're talking to? In this practical and energizing presentation, 25-year message strategist and speaker Tamsen Webster will show you how to get people invested (literally and figuratively!) in all you have to offer, starting with the easiest storytelling elements for your audience to identify with: the principles that provide common ground for even the most uncommon ideas.

Crafting Your Purpose-Driven Brand: A Workshop for Impact & Growth

Anh Nguyen

Chief Brand Amplifier, Amplified Marketing

Consumers today expect more from brands. They don't just want a product or service. They want to support businesses that align with their values. So how do you go beyond buzzwords and marketing jargon to create a brand that truly connects and converts? Brands that lead with

purpose stand out—not just in values, but in revenue. Yet many small businesses struggle to define their purpose in a way that feels authentic, resonates with their audience, and drives growth. This interactive, hands-on workshop is designed for small business owners and entrepreneurs ready to move beyond vague mission statements and start actively integrating purpose into their content, messaging, culture, and customer experience. Through guided exercises, real-time brainstorming, and group collaboration, participants will:

- Define (or refine) their brand purpose using a structured framework.
- Develop a brand voice that communicates purpose authentically.
- Create messaging pillars to guide their marketing and storytelling.
- Practice crafting purpose-driven content with real-time feedback.
- Map their purpose to their business goals to align impact with profitability.

Attendees will leave with a fully developed purpose statement, a messaging framework, and practical strategies they can implement immediately—no fluff or empty buzzwords, just actionable takeaways.

Email Marketing for Content Marketers: Drive ROI from Your Efforts

Jessica Best

Owner & Chief Strategist, BetterAve

What if each email you sent earned you a 2000% return on investment? Email marketing (yes, STILL) rocks the highest return on investment of any medium, garnering on average \$20+ for every \$1 you invest. That is, if you do it right. Is your email program up to snuff? From content do's and don'ts – and trends – to using data to inform your program to the right ways to grow your email list, Jessica Best, self-proclaimed email marketing dweeb, will help you get your current strategy in the best shape it can be, and then teach you how to grow it to the next level so you can start earning a \$20-to-\$1 return on investment. WARNING: Any data-phobes who hate measurable marketing, anyone who has perfect email marketing campaigns already, and those guys that send pharmaceutical ads in Russian need *not* attend.

CORE CONCEPTS WORKSHOPS

Monday, 9/15 • 10:45 - 12:15 PM

Ethical AI Content Creation: A Hands-On Guide to Responsible Innovation

Chad Gilbert

VP, Content Marketing, NP Digital

AI is revolutionizing content creation, but without ethical considerations, it can lead to misinformation, bias, and search penalties. This 90-minute interactive workshop will equip participants with the knowledge and tools to integrate AI responsibly into their content strategies. Through discussions, real-world examples, and hands-on activities, attendees will learn how to create AI-generated content that is accurate, ethical, and aligned with industry best practices.

Leveling Up: Your Roadmap to Success in Content Marketing

Bria Bell

Vice President - Speaker Bureau Lead, NAMR & LATAM, J.P. Morgan

Ready to survive, thrive, and climb the ladder in your content marketing career? Join us for an engaging and interactive 90-minute workshop, designed for beginners eager to make a name for themselves and accelerate their career growth. A seasoned former TV reporter turned marketing pro will guide you through the essential steps to land a promotion, secure a new job, and make lasting impressions in your current role and with future hiring managers. Through hands-on activities, real-world examples, and actionable insights, you'll leave equipped with the skills and confidence to navigate the dynamic and exciting world of content marketing.

GA4 Level-Up! The Hands-on Analytics Workshop

Andy Crestodina

Co-Founder / Chief Marketing Officer, Orbit Media Studios, Inc.

With GA4, you have performance data about pages, channels and users. With AI, you have a powerful data analyst that can find insights fast. This session is a step-by-step process for combining those two tools. It's amazing to see the AI crunch through a dataset. You'll quickly get insights from your GA4 data that you can use for social media, SEO, campaign performance and conversion optimization. And GA4 is just the beginning. Measuring the performance of content is hard. But suddenly, AI has made it much much easier. Attendees will leave with insights into how to use the latest AI tools to analyze the marketing data for practical content marketing insights. ...this session is also just a fun little tour of ideas for AI-powered data analysis.

How to Align Marketing and Content with Sales to Create Revenue Impact

Pam Didner

Pam Didner, Pam Didner Consulting

Description coming soon!

DEEP DIVE WORKSHOPS

Monday, 9/15 • 1:15 - 4:15 PM

AI for B2B Content and Lead Generation

Andy Crestodina

Co-Founder / Chief Marketing Officer, Orbit Media Studios, Inc.

There are infinite use cases for AI, some trivial, some powerful. Many are famous for boosting speed and efficiency, but for boosting quality? Insights? Not so much. Join us for a runthrough of a comprehensive AI framework for B2B lead generation, based on hundreds of hours of research, experimentation and iteration. Yes, we've entered a new era where AI has changed everything ...or maybe not. Our audience hasn't changed. Their needs haven't changed. Their perception of quality hasn't changed. In fact, the most important things haven't changed at all. This session will show you how AI can make you better at the basics and go farther into the tactics you love most about marketing.

Drewdini Unplugged: Build Your Content Marketing Digital Doppelgänger

Andrew Davis

Keynote Speaker & Author

Description coming soon!

LinkedIn Ads Advanced Workshop

AJ Wilcox

Host of the LinkedIn Ads Show Podcast, founder B2Linked.com, B2Linked.com

You've got great results from your LinkedIn Ads, but we can make it INCREDIBLE. Join host of the LinkedIn Ads Show, AJ Wilcox, for an advanced, hands-on workshop on how to improve the performance of your LinkedIn Ads.

Measurement That Matters: Building a Customer Journey-Based Metrics Framework

Zontee Hou

Managing Director, Convince & Convert

Go beyond basic channel metrics to uncover the insights hidden within your marketing tactics! Most marketing teams have blind spots when it comes to impact: whether it's understanding the impact of your top-of-funnel content or how referral improves conversion rates.

By understanding what data you are able to capture throughout the customer journey, what data you're missing, and how to fill in the gaps, your team can more effectively understand the true impact of your marketing efforts. Furthermore, this framework will allow you to develop effective testing and experiments as part of your overall marketing efforts. Ask yourself: is your team able to accurately measure the impact of your marketing throughout the customer journey? If the answer is no, then you need this workshop.

Play a Better Writing Game in an AI-Dominated World

Ann Gynn

Consultant and Founder, G Force Communication

Generative AI isn't the enemy. It also isn't your best friend. Learn how to play together with you as captain of that writing team. Also, get (re)inspired to write content on those topics you must do again and again. Find fresh approaches to deliver home runs for your audience and your brand. You'll power up your writing game with hands-on exercises and interactive polls in this workshop from a former journalist and frequent writer for the Content Marketing Institute.

The Power of A Creative System: A Year's Worth of Content Ideas In 3 Hours (Or Less!)

Melanie Deziel

Speaker, Author & Coach, CreatorKitchen.com

Whether you're leading an enterprise content team, or a serving as a content team of one, we're all on a mission to create the best possible content with the resources that we have. We look for every opportunity to reduce the time, money, and manpower wasted during production and distribution, but what about creative waste? It's time to optimize our creative processes, too, so we can confidently and efficiently generate more ideas—and better ideas—for how to share our story with the world. This session will get your creative juices flowing and help you generate a seemingly endless number of unique content ideas for your brand. Even better, the systems you'll learn here can be brought back to your team and replicated time and again, whenever you need more content ideas to feed the machine.

DEEP DIVE WORKSHOPS

Monday, 9/15 • 1:15 - 4:15 PM

Tight Budgets, Big Goals: Balancing Short-Term Content Marketing Performance and Long-Term Brand Building

Dale Bertrand

Founder and CEO, Fire&Spark

Content marketers face a significant challenge. You must prove your worth through measurable results while building lasting brand value. This workshop explores how to balance these competing demands, including important but hard-to-measure activities, such as thought leadership, content partnerships and community engagement.

Join SEO and content marketing expert, Dale Bertrand, for a workshop on redefining success in a world where content has been transformed by generative AI, zero-click searches and shifting customer preferences. You'll learn to track and report on often-overlooked content wins.

This isn't just theory – you'll leave with practical skills and strategies you can put into practice immediately to drive content performance and strengthen your brand, even on a tight budget.

Personal Branding

(TBD)

KEYNOTES

More Keynote Speakers will be announced in the coming weeks!



Nick Mehendale
Senior Writer
The Onion



Sammi Skolmoski
Senior Writer
The Onion



Robert Rose
Chief Strategy Officer
Content Marketing Institute



Melanie Deziel
Speaker, Author & Creative
Systems Architect



Bennie Johnson
CEO, American
Marketing Association



Marcus Collins
Clinical Assistant Professor
of Marketing, University of
Michigan - Stephen M. Ross
School of Business



Andrew Davis
Keynote Speaker & Author