Monday, April 8, 2019
1:00-5:00pm

WORKSHOPS

Connect the Dots: What We Learned Connecting Strategy to Execution
Jenny Hooks, US Digital Marketing Lead, Cisco @jenny_hooks
Bob Meindl, Director, Content Marketing, Cisco @bobmeindl
Many workshops attempt to talk about high level strategy while others dive deep into the details of one aspect of a subject. This workshop is different in that it will demonstrate the connections we found in our company as we built personalized, dynamic journeys using structured content - going from strategy to activation. We will include real anecdotes, real lessons learned and interactive sessions during the workshop. Attendee takeaways:
- Looking at data to inform strategy
- Understanding the customer and the right level of personalization (how much is too much)
- Connecting strategy to planning (or multiple plans)
- Using detailed technologies and processes to identify the customer
- Connecting an identified customer to the right content
- Details behind orchestration across channels – making it real

Customer Experience Mapping
Noz Urbina, Founder & Content Strategist, Urbina Consulting and Co-Author of Content Strategy @nozurbina

Content Strategy for the Enterprise Marketer – The Marketer's Approach to a Technical Challenge
Cathy McKnight, VP Consulting, Digital Clarity Group @cathymcknight

Augmented Reality and Other New Technology: How to Decide What to Do, or NOT to Do, Next
Christoph Trappe, Chief Content Engagement Director, Stamats Business Media
It's a fulltime job to keep up on the latest technology, tools and processes. Should we use augmented reality? Try the latest "world-leading" web to print solutions? Or print to web? This workshop will share how to decide, try things quickly and keep going. Topics to be discussed include:
- How to decide what to use next.
- How to measure success quickly.
- How to keep teams informed of quick changes.

OPENING RECEPTION IN THE EVENING

Tuesday, April 9, 2019

A FULL DAY OF KEYNOTE SESSIONS & GENERAL SESSIONS

Here's a list of some of our confirmed main stage speakers:

Michael Barber, SVP, Chief Creative Officer, Godfrey @michaeljbarber
Andy Crestodina, Principal, Strategic Director, Orbit Media @crestodina
Dusty DiMercurio, Director of Content Marketing & Social Media, Autodesk @dustycd
Megan Golden, Head of Global Content Marketing, LinkedIn
Carmen Simon, Cognitive Neuroscientist & Founder, Memzy @youarememorable
Noz Urbina, Founder & Content Strategist, Urbina Consulting and Co-Author of Content Strategy @nozurbina

Wednesday, April 10, 2019

4 BREAKOUT SESSIONS TO CHOOSE FROM THROUGHOUT THE DAY

▶ **Future of Content Track Sessions**

How Neural Networks Enable Computers to Think Like Us
Val Swisher, CEO, Content Rules Inc. @valswisher
After years of promises and hype, artificial intelligence has finally reached the stage where it is impacting our lives on a daily basis. The things that computers can do with us and for us is rapidly expanding. This session provides an overview of an advanced and exciting aspect of AI – Artificial Neural Networks and Deep Learning. Learn how neural networks operate, how they are impacting our lives today, and why the time is now. Attendees will learn:

• What are Artificial Neural Networks and Deep Learning? How do they work?
• Where are Artificial Neural Networks used today?
• What do Artificial Neural Networks mean for content?

How AI, Voice, and Discovery Are Driving the Third Era of Microcontent

Jeffrey Rohrs, Chief Marketing Officer, Yext @jkrohrs

We are witnessing a major platform shift: the rise of AI services like Siri, Alexa, and Google Assistant, and this shift is bringing about a new era of content. Is your business thinking in terms of the words, the attributes, and the "microcontent" that is capturing the attention of today's consumers across all devices and platforms? Join author and Yext CMO Jeffrey K. Rohrs as he shares how the smallest content is producing big results for brands you know and love.

Attendee takeaways:

- How changing technology and consumer behavior is transforming content marketing strategies.
- What is microcontent?
- Tools and technology that are shaping microcontent.
- Why such content must be actively managed by marketing across all tools and technology platforms

Advanced Applications of AI and Content Marketing

Chris Penn, Vice President, Marketing Technologies, Brain+Trust Partners @cspenn

In this session, learn and see examples of current leading-edge content marketing applications of machine learning and artificial intelligence. This session is intended for marketers who have familiarity with the basics of artificial intelligence and content marketing. Attendees will learn:

- Techniques such as text mining and vectorization to create more relevant content at faster speeds
- Key ethics and bias challenges facing marketers in machine learning
- What tools and off-the-shelf software benefits advanced content marketers most
- How to decide whether to buy or build based on your company's place in the machine learning journey

▶ Content Strategy Track Sessions

Customer-Centric Content Technology Strategy

James Mathewson, Distinguished Technical Marketer, IBM
Michael Priestley, Product Owner, Content Optimization, IBM @ditaguy

The customer journey crosses organizational boundaries. If we want content to support that journey, we have to move from organization-centric processes and technologies to customer-centric ones. This session will explore IBM's roadmap for connecting content models, omnichannel workflows, and AI across a diverse marketing technology ecosystem. We will include both our results to date, and our future plans, including a view towards an integrated and automated enterprise content ecosystem.

Attendee takeaways:

- How to build content models that support analytics and automation
- When to use AI for automation versus coaching
- How to manage the move from gut-based to data-driven decision making

Bullseye! Targeted Content Strategy for B2B ABM and Demand Gen

Jenny Magic, Strategist, Convince & Convert @jennylmagic
Jenna Reiff, Marketing Strategy Director, Springbox

Targeted, dynamic demand gen strategies like ABM are the proven way to shorten the B2B sales cycle and accelerate the pipeline. Plenty of agencies will help you with the technology, but they're looking to you, the client, for a differentiated, persona-driven, journey-mapped demand gen strategy. Are you ready? Attendee takeaways:

- Intro to ABM & Demand Gen
- Case studies on successful demand gen techniques
- Journey Mapping guide
- Content gap exercise
- How to get started with ABM

Use Your Data to Optimize Your Content

Brian Piper, Director of Content Strategy and Assessment, University of Rochester @brianwpiper

Where do you find the real insights in your data and how do you use those to provide measurable changes that will improve content performance? This session will provide specific things to look for in your analytics and data and show you how to improve your content performance based on your findings. Attendees will learn:

- Where to find insights in Google analytics and social metrics
- How to make effective changes in your content to improve performance
- How to ensure you're measuring and tracking in order to prove impact

Cloud Free Collaboration (Or How I Learned to Live Without Google Docs)

Melinda Belcher, Senior Director, Experience Design, Mastercard @melindarox

Working in remote/distributed teams isn't easy, but it's even harder if you work in a security-conscious industry (like finance) that restricts access to cloud-based collaboration tools. How can you collaborate efficiently without the cloud? Let's discuss. Learn how to:

- Discover new ways to use the tools you have.
- Develop your own collaboration tools and processes.
- Work with your organization to get access to the tools you want.

Integrity in a World of Advanced Technology

Ruth Carter, Esq., Owner/Attorney, Carter Law Firm @rbcarter

In business, what you can do and what you should do, are often completely different things. This issue has never been more prudent with advancing technology. We'll examine examples of what companies have done on both sides of the integrity line and its impact. Attendee takeaways:

- Examination of real-life examples of what companies can do.
- What it means to humanize your audience and treat them with respect.
- Examples of how companies act with integrity and the impact on their audience.

▶ Core Content Concepts Track Sessions

Your Current Customers: All the Prospects & Influencers You'll Ever Need
Tim Hayden, President and Co-Managing Partner, Brain+Trust Partners @thetimhayden
The hype around big data and artificial intelligence has compounded the bloat of marketing budgets and technology stacks that fail to deliver customized content experiences and drive higher sales. The additional challenges of customer data privacy regulations have required brands to dramatically change course in programmatic advertising. Attendees will learn how to:
- Grasp the need for customer data platforms and better data governance.
- Know how to ask your key vendors for API access and build connections to other systems to reconcile customer data.
- Gain a singular view of each customer, and an accurate analysis of the continuously-developing customer journey.
- Learn the path to achieving better audience segmentation, and true individualization with content.
- Improve conversions at lower costs and more efficient marketing operations.

Tools, Tactics, and Algorithms for Game Changing Content
Paxton Gray, VP of Operations, 97th Floor @paxtonmgray
Too often marketers rely on instinct to create content. As a result, content is less engaging and we have to produce more of it to make up for that lack of performance. This session will show marketers how to access hidden treasure troves of data which will help them to create content their audience will love. Attendees will learn how to:
- Find access to free info your target marketing is giving up
- Increase the likelihood your content will resonate with your audience
- Reduce the amount of content you need to create while improving overall results
- Get access to some free templates and tools to help with content creation

How to Build a Lean, Mean, B2B Content Marketing Machine
Vishal Khanna, Director of Marketing & Communications, HealthPrize @healthprize
In this session, former Content Marketer of the Year Vishal Khanna provides actionable tips to help solo and small-team B2B marketers build, implement and measure content marketing engines that convert. Find out how to combine technology with initiative to define, reach and measure aggressive marketing growth goals. Attendees will learn:
- How to build a content marketing engine targeted toward conversion
- How to transform from marketing as a sales tactic to sales as a marketing channel
- How to fuel your engine to distribute and measure the effectiveness of your conversion-oriented content

Put Your Website to Work: Using Technology to Drive a Digital Experience that Connects and Converts

Peg Miller, Senior Director of Content, Xactly @pegmiller

According to CMSWire's Digital Customer Experience survey, 57% of practitioners said they are at the early stages of digital transformation. Another 11% say it's a priority but they haven't started on it. Our websites are the cornerstone of a cohesive digital experience, the foundation and catcher's mitt to bring everything together, and our largest channel to interact with future and current customers. Yet, over time, website platforms age, become unmanageable, inflexible and costly to maintain. Rather than hear another "no" from the dev team, we layer in technologies and scripts to help achieve short-term goals. This contributes to martech stack creep, makes our bloated sites run slow, and ends up costing extra time and money. Our tech stack begins to age quickly over time; and doesn't allow us the flexibility we need to drive a cohesive digital experience in support of business goals. We'll show you how to bake in more functionality at the web level, so you don't have divergent systems competing with each other. Instead of searching for a shiny new technology solution, or the latest martech fad, it's likely you have tools at the ready to help create a cohesive digital experience with a solid plan and putting micro-services to use for your situation. The best part? We'll share examples of how you can take your digital experience to the next level with tips to:

• Use content scoring to help drive a performance metrics mindset within your organization
• Evaluate your web content for efficacy
• Create personalized content experiences at the web/channel level using Content as a Service (CaaS)
• Sync your marketing automation, web and retargeting campaigns to unify messages across all inbound and outbound channels

▶ Content Management & Measurement Track Sessions

Constellations of Content: Metadata Strategy for Beautiful Nerds

Anna McHugh, Marketing Content Librarian and Curator, Red Hat @annamarymchugh

Blending quantitative and qualitative analysis in collaboration with your peers is the best way to get the most out of your B2B marketing content. Learn how to evaluate your content universe and information architecture so you can build "constellations of content" that empower you to execute your editorial priorities, repurpose your best ideas, and build a meaningful dialog with your audience. Attendees will learn how to:

• Build a metadata strategy that complements your marketing objectives and measurement benchmarks so you can audit, analyze, and reuse content on all your marketing channels.
• Find opportunities to use your content in a modular, flexible way so you can focus on content strategy, not just content creation.
• Take charge of content bloat by using multidimensional performance data and personal research to prevent the creation of unneeded content.
• Identify and promote existing content that is ideal for education, lead acquisition, nurture, and lead-to-customer conversion.

Aligning Marketing Automation Platforms and Content to Create Leads Sales Can't Live Without

Tom Martin, President, Converse Digital @tommartin

Sales teams need marketing's help and marketing needs sales results to validate marketing's existence. Yet, every day, in companies across the globe, the same story plays out — sales and marketing fail to connect, communicate and collaborate. But it doesn't have to be that way. With effective sales enablement campaigns focused on correcting the common misalignments between marketing and sales, you can build a bridge that improves collaboration, communication and drives better conversion. In this session, Tom Martin, will show you how your marketing team can leverage any marketing automation platform with targeted and focused content, using content consumption data, lead scoring, first-party data and behavioral prediction logic to help your sales teams make every sales opportunity count. And love you for it. Attendees will learn:

- How marketing can better enable sales via strategic content creation and planning
- Why conversion isn't always the best goal of your email marketing campaigns
- How to build predictive behavioral maps within your marketing automation campaigns to deliver more qualified leads to your sales teams

The Secret to Creating Content That Transforms Your Brand and Build Real Relationships with Your Customers

Joe Lazauskas, Director, Content Strategy, Contently @joelazauskas

Content marketing doesn't work because it's magic; it works because it helps you build stronger relationships with customers or potential customers. In an energetic session packed with rollicking stories, author and content strategist Joe Lazauskas will reveal frameworks for creating content that actually helps people, and the secret techniques the best media minds use to create content that audiences crave. Attendee takeaways:

- Data-driven techniques to identify what your audience is truly passionate about
- A simple yet powerful framework for figuring out whether your audience will actually care about your content
- New and innovative ways to measure whether your content is building strong relationships with people
- Inspiring content marketing case studies, from enterprise powerhouses to scrappy small businesses

Proving the Value of Content Marketing with Multi-Touch Attribution

Sean Amster, Digital Strategy & Operations Manager, Frontline Education @sean_amster
Ali Wert, Content Marketing Manager, Frontline Education @allisonwert

Content marketing is about a lot more than top-of-the-funnel awareness and engagement. It drives real, hard-dollar impact on the pipeline and sales. But how do you prove it? Learn how Frontline Education, the recipient of CMW's Project of the Year Award and winner of Best Content Marketing Program, built an audience-focused content strategy and proved the value through multi-touch attribution. We'll share unique learnings unearthed from our tracking model, and what they have to say about a content strategy that works! Attendees will learn:

- How to build a framework for a full-funnel content strategy that meets your buyers' and your sales team's needs.
- How to measure success so you can optimize your program and boost internal buy-in.
- How to get started with multi-touch attribution and prove the value of your content.