

AGENDA

8:30 AM

Welcome

8:40 AM

Authenticity
with Amy Cotney

9:00 AM

Foundations of Marketing
with Eloise Stewart

9:45 AM

Breakout #1

- ▶ Creating Engaging Content with Hope Nunnelly
- ▶ B2B LinkedIn Strategies with Natasha Bhogal

11:00 AM

Keynote: The Search Revolution
with Sarah Benoit

12:00 PM

Lunch & Roundtables

1:00 PM

Breakout #2

- ▶ Many Layers of Meta with Sarah Benoit
- ▶ Data & Reporting with Wynn Christian

2:00 PM

Breakout #3

- ▶ Practical AI with Sarah Benoit
- ▶ Storytelling & PR with Sonni Hood

2:45 PM

Afternoon Break

3:15 PM

Speaker Panel

4:00 PM

Closing Remarks + Bonus Session: Your Marketing Toolkit
with Mike Singletary

4:45 PM

Afterparty at Piccolo!
*optional