SocialatHome

Conference Schedule

Live Across Canada - June 11, 2020

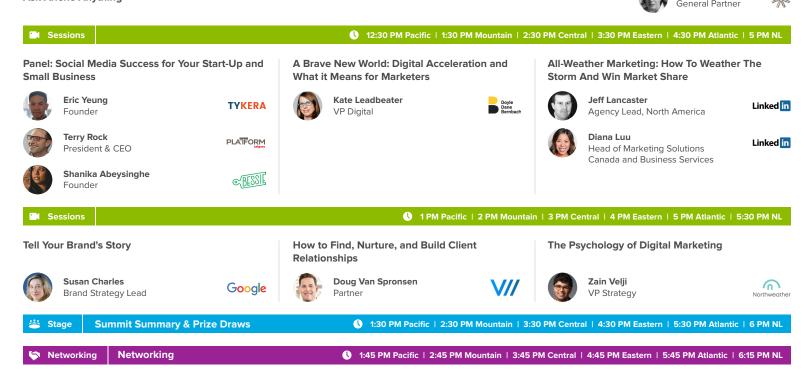
SUMMIT	Live Across Canada - June 11, 2020						
Networking Pre-Conference Networking	Time 🤉 ل 7 AM Pacific 8 AM Mountain	Time 🥠 🔇 7 AM Pacific 8 AM Mountain 9 AM Central 10 AM Eastern 11 AM Atlantic 11:30 AM NL					
🛎 Stage	3:15 AM Pacific 8:15 AM Mountain 9:15 AM	I Central 10:15 AM Eastern 11:15 AM Atlantic 11:45 AM NL					
Opening Keynote - Damn The Torpedos: Bravery as a	Strategy	Terry O'Reilly Founder					
Sessions	🐧 8 AM Pacific 9 AM Mountain 1	10 AM Central 11 AM Eastern 12 PM Atlantic 12:30 PM NL					
Pivoting Your Business in Challenging Times	How to Assess the Viability of Your Paid Media Campaigns from the Outset	TikTok Strategy for Brands					
Anne De Aragon (CoDoddy Vice President and Country Manager)	Jake Surrey Head of Digital, North America	Linda Hoang Social Media Strategist					
	David Cooper Digital Marketing Consultant						
Sessions	🔇 8:30 AM Pacific 9:30 AM Mountain 10:30	AM Central 11:30 AM Eastern 12:30 PM Atlantic 1 PM NL					
Brand Building Through Community Connection	Supercharge Your YouTube Performance with Search Optimization	INCITEs into Impactful Marketing					
Amber Craig Chief Marketing Officer	Claire Leighton Sr. Search Strategist Critical Mass	Darian Kovacs Prinicipal and Director of Strategy					
	Daniel MacPhee Search Strategist Critical Mass	Catherine Henry Marketing Manager					
Setworking Networking Break	9 AM Pacific 10 AM Mountain	11 AM Central 12 PM Eastern 1 PM Atlantic 1:30 PM NL					
Sessions	9:15 AM Pacific 10:15 AM Mountain 11:15 A	AM Central 12:15 PM Eastern 1:15 PM Atlantic 1:45 PM NL					
Brand communications in times of crisis	Media in Macro: Consumer Trends in the Changing World of Media	Showing authenticity to your community: How brands can make a difference.					
Michelle Slater Head of Business Marketing	Julie Evans VP, Media Director McCANN	Usman Tahir Jutt President and CEO					
	Cordell Vos Senior Media Strategist McCANN						
Sessions	🌒 9:45 AM Pacific 10:45 AM Mountain 11:45 A	M Central 12:45 PM Eastern 1:45 PM Atlantic 2:15 PM NL					
Digital Marketing 101: What You Should be Doing Right Now	The Science of Storytelling	Above the Noise: How to Navigate the Content Marketplace to Build Your Brand					
Matthew Carpenter-Arevalo CEO & Co-Founder	Jerrid Grimm Co-Founder	Jayson Oertel Social Strategy, Professional Film & Video Adobe					
Sessions	0 10:15 AM Pacific 11:15 AM Mountain 12:15	PM Central 1:15 PM Eastern 2:15 PM Atlantic 2:45 PM NL					
Email Marketing - More Than Boring Newsletters	Leveraging actionable data in a digital ad campaign	Navigating and Controlling Your Online Reputation with Customer Reviews in Mind					
Beverley Theresa Social Media Strategist	Dave Taylor In Front Co-Founder In Market Price	Tom Doulos ENDY VP, Customer Experience ENDY					
Sessions	0 10:45 AM Pacific 11:45 AM Mountain 12:45 I	PM Central 1:45 PM Eastern 2:45 PM Atlantic 3:15 PM NL					
Transitioning from COVID Communications to the New Abnormal	Return on Engagement: Lessons From Two Years of Social Media Activations	ROAS is Garbage					
Jessica Fralick Account Director	Adam Rozenhart Director of Story ATB Financial	Duncan Blair ARTICLE.					

Tyler Butler Senior Manager, Story

ATB Financial

The Ultimate Half-Time Show - Presented by ATB

Solution Networking	Networking Break	0	11:45 AM Pacific	12:45 PM Mountain	1:45 PM Central	2:45 PM Eastern	3:45 PM Atlantic	4:15 PM NL
🛎 Stage		0	12:00 PM Pacific	1:00 PM Mountain	2:00 PM Central	3:00 PM Eastern	4:00 PM Atlantic	4:30 PM NL
Ask Arlene Anyth	ing					A	Arlene Dickin General Partn	son



Our Partners



Need help or have a question?

Win Prizes Throughout the Day

The more you participate and attend sessions, the more chances you'll have to win prizes. Available prizes include:



Phillips Hue Play Starter Kit (\$199 value)

> Amazon Fire HD 8 Tablet (\$110 value)



ATB

Google Nest Hub (\$100 value)

Righteous Gelato Six-pack (\$72 value)







Best Buy \$100 Gift Card

Amazon \$100 Gift Card

Netflix \$50 Gift Card

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