

Location ↗

Time ↗



Networking

Pre-Conference Networking



7 AM Pacific | 8 AM Mountain | 9 AM Central | 10 AM Eastern | 11 AM Atlantic | 11:30 AM NL



Stage



7:15 AM Pacific | 8:15 AM Mountain | 9:15 AM 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

APOSTROPHE



Sessions



8 AM Pacific | 9 AM Mountain | 10 AM Central | 11 AM Eastern | 12 PM Atlantic | 12:30 PM NL

Pivoting Your Business in Challenging Times


Anne De Aragon
Vice President and Country Manager


How to Assess the Viability of Your Paid Media Campaigns from the Outset


Jake Surrey
Head of Digital, North America

David Cooper
Digital Marketing Consultant


TikTok Strategy for Brands


Linda Hoang
Social Media Strategist


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


Amber Craig
Chief Marketing Officer


Supercharge Your YouTube Performance with Search Optimization


Claire Leighton
Sr. Search Strategist

Critical Mass


Daniel MacPhee
Search Strategist

Critical Mass

INCITEs into Impactful Marketing


Darian Kovacs
Principal and Director of Strategy

Catherine Henry
Marketing Manager


Networking

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 AM Central | 12:15 PM Eastern | 1:15 PM Atlantic | 1:45 PM NL

Brand communications in times of crisis


Michelle Slater
Head of Business Marketing


Media in Macro: Consumer Trends in the Changing World of Media


Julie Evans
VP, Media Director

McCANN


Cordell Vos
Senior Media Strategist

McCANN

Showing authenticity to your community:
How brands can make a difference.

Usman Tahir Jutt
President and CEO


Sessions



9:45 AM Pacific | 10:45 AM Mountain | 11:45 AM Central | 12:45 PM Eastern | 1:45 PM Atlantic | 2:15 PM NL

Digital Marketing 101: What You Should be Doing Right Now


Matthew Carpenter-Arevalo
CEO & Co-Founder


The Science of Storytelling


Jerrid Grimm
Co-Founder


Above the Noise: How to Navigate the Content Marketplace to Build Your Brand


Jayson Oertel
Social Strategy, Professional Film & Video


Sessions



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


Beverly Theresa
Social Media Strategist


Leveraging actionable data in a digital ad campaign


Dave Taylor
Co-Founder


Navigating and Controlling Your Online Reputation with Customer Reviews in Mind


Tom Doulos
VP, Customer Experience


Sessions



10:45 AM Pacific | 11:45 AM Mountain | 12:45 PM Central | 1:45 PM Eastern | 2:45 PM Atlantic | 3:15 PM NL

Transitioning from COVID Communications to the New Abnormal


Jessica Fralick
Account Director


Return on Engagement: Lessons From Two Years of Social Media Activations


Adam Rozenhart
Director of Story

Tyler Butler
Senior Manager, Story


ROAS is Garbage


Duncan Blair
Director of Marketing


The Ultimate Half-Time Show - Presented by ATB

ATB

Ask Arlene Anything



Arlene Dickinson
General Partner



Panel: Social Media Success for Your Start-Up and Small Business



Eric Yeung
Founder

TYKERA



Terry Rock
President & CEO

PLATFORM
calgary



Shanika Abeysinghe
Founder

BESSIE

A Brave New World: Digital Acceleration and What it Means for Marketers



Kate Leadbeater
VP Digital

Doyle
Diane Bernbach

All-Weather Marketing: How To Weather The Storm And Win Market Share



Jeff Lancaster
Agency Lead, North America

LinkedIn



Diana Luu
Head of Marketing Solutions
Canada and Business Services

LinkedIn

Tell Your Brand's Story



Susan Charles
Brand Strategy Lead

Google



Doug Van Spronsen
Partner

VII

The Psychology of Digital Marketing



Zain Velji
VP Strategy

Northweather

Our Partners



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)



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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For a faster response, text us at: (587) 400-7809
(Note: this number does not accept phone calls, text only)