

# S M S S

## SOCIAL MEDIA STRATEGIES SUMMIT

Beyond Just Social Media: Amplify Brand Reach & Impact through  
Compelling Content, Storytelling and Relationship-Building

APRIL 28 - 30, 2015 | HYATT REGENCY MCCORMICK PLACE | CHICAGO



888.409.4418

[www.socialmediastrategiessummit.com](http://www.socialmediastrategiessummit.com)

 @SMS\_summit

# JOIN US

for an unforgettable experience: groundbreaking case studies and talks, memorable networking - all in the great city of Chicago.

**This educational experience moves far beyond the basics of social media; you'll leave with a fresh perspective on the digital marketing landscape, and key strategic insights on how social fits in with corporate objectives.**

We recognize that a successful social media strategy is more vital than ever.

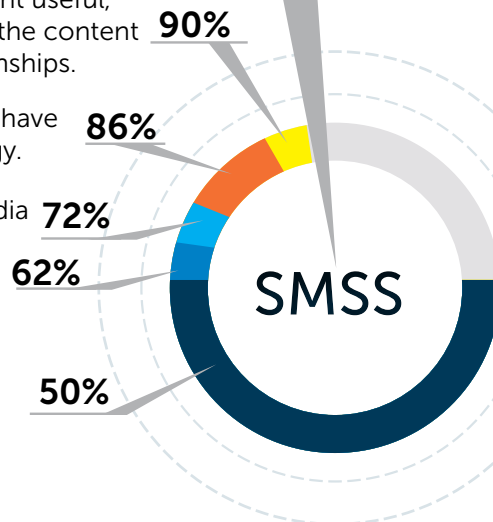
**90%** of consumers find custom content useful, 78% believe the organizations behind the content are interested in building good relationships.

**86%** of highly effective organizations have someone in charge of content strategy.

**72%** of marketers say social media helps them develop loyal fans

Content marketing costs **62%** less than traditional marketing and generates about 3 times as many leads.

**50%** of marketers see improved sales from social media



*"The Social Media Strategies Summit gave a peek into how other brands use their social media and a fresh way to look at my social strategy and content creation. Very thought provoking - gave me enough to chew on for quite a while."*

- Kinga Wierzbicka,  
Online Marketing Manager,  
5 Hour Energy

\*Sources: CMI, DemandMetric, McMurray/TMG, Social Media Examiner

## WHY should you be there?



- 1 | Network** with VPs, Directors and Managers of Social Media, Communications, Digital Marketing, Branding and Business Strategy from all over the world
- 2 | Understand** the paid media landscape and how to leverage it effectively to increase brand reach
- 3 | Learn** how a data-driven strategy can change your business
- 4 | Gain** insights into creating compelling content and what types of content make the biggest impact
- 5 | Implement** storytelling and content marketing strategies fit for brands working on a small budget
- 6 | Interact** and connect with some of the most innovative minds in the industry



OUR TEAM looks forward to seeing you in Chicago!



Sincerely,

*Breanna Jacobs*

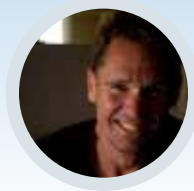
Breanna Jacobs, Summit Producer



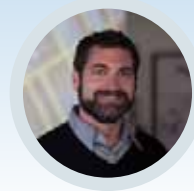
# SPEAKERS INCLUDE:



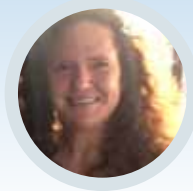
Heidi Barker Sa Shekhem,  
Vice President, Global Media  
Relations and Issues Management,  
**MCDONALD'S CORPORATION**



Julian Aldridge,  
VP, Brand Evangelism and  
Activation,  
**CHARLES SCHWAB**



Daniel Zucker,  
Senior Manager, Social Media,  
**AUTODESK**



Linda Konop,  
Social Media Specialist,  
**JOHNSON & JOHNSON**



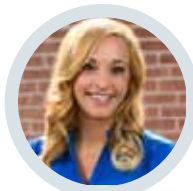
Kim Bartley,  
Vice President, Marketing and  
Menu Development,  
**WHITE CASTLE**



Amanda Mahan,  
Creative Director,  
Digital/Social/Content,  
**THE CLOROX COMPANY**



Dan Soshin,  
VP of Marketing,  
**THE ULTIMATE MEDICAL  
ACADEMY**



Toni Jones,  
Social Media Director,  
**U-HAUL**



Cate Conroy,  
Marketer, CEO & Professor



Mana Ionescu,  
Founder & President, Digital  
and Social Media Strategy,  
**LIGHTSPAN DIGITAL**



Elizabeth Martin,  
Senior Manager, Community  
and Content,  
**ALLRECIPES.COM**



Marney Ayers Freeland,  
Director, Engagement  
Marketing,  
**ALLRECIPES.COM**



Chris Jacob,  
Director, Product Marketing,  
**SALESFORCE**



Corey Padveen,  
Director of Global Social  
Business Strategy,  
**T2 MARKETING INTERNATIONAL**



Pam Didner,  
Global Content Marketing  
Strategist | Author | Speaker



Elly Deutch,  
Associate Director of Digital  
and Social Media,  
**GARRETT POPCORN**



Matt Cullen,  
Director of SEO,  
**EVERQUOTE**



Craig Lile,  
Senior Director of Marketing,  
**RAIDIOUS**



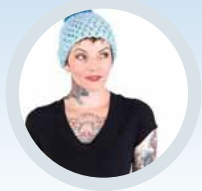
Dean R. DeLisle,  
Founder + CEO,  
**FORWARD PROGRESS, INC.**



Ahava Liebttag,  
President,  
**AHA MEDIA GROUP**



# SPEAKERS INCLUDE:



Natalie Slater,  
Social Media  
and Content Manager,  
**ABE'S MARKET**



Joel Warady,  
Chief Sales & Marketing Officer,  
**ENJOY LIFE FOODS**



Kate Hamilton,  
Director of Digital Strategy  
+ Social Media,  
**INTRALINK GLOBAL**



Laura Wilson,  
Director of Digital Engagement  
& Social Media,  
**GEORGETOWN UNIVERSITY**



Josh Weaver,  
Social Media Community  
Manager, **ZAPPOS FAMILY  
OF COMPANIES**



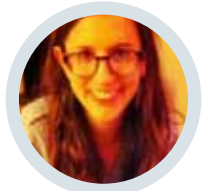
Christine Bridger,  
SVP - Creative  
& Content Strategist,  
**CURRENT**



KC Geen,  
Senior Manager, Social Media,  
**GROUPON**



Allison Smith,  
Analyst,  
**FORRESTER**



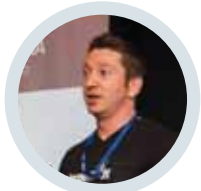
Rachael Datz,  
Manager, Social Content,  
**DIGITASLBI**



Josh Druding,  
Manager, Social Content,  
**DIGITASLBI**



Blue Derkin,  
Manager, Social Content,  
**DIGITASLBI**



Jeff Gibbard,  
President/Chief Strategist,  
**TRUE VOICE MEDIA**



Patrick Cooper,  
Director of Web  
and Engagement,  
**NPR**



Adam Wexler,  
Founder/Chief Strategy Officer,  
**INSIGHTPOOL**



Gina Ballenger,  
Content Planning Manager,  
**TWITTER**



Jeremiah Desmarais, Managing  
Partner, **LIFT CAPITAL  
VENTURES, FAST GROWTH  
ADVISOR | TEDX | TOP 40U40**



Julio Viskovich,  
VP of Marketing,  
**RAZORFISH**



Matt Heindl,  
Senior Director  
- Social Marketing,  
**RAZORFISH**



Andrea Leitch,  
Digital Director,  
**NATIONAL GEOGRAPHIC  
TRAVEL**



Brian Burkhart,  
President + Chief Word Guy,  
**SQUAREPLANET**

# AGENDA AT-A-GLANCE

**AGENDA KEY:** We strive to provide as much information as possible about each session to help you plan your summit experience. Please reference the below agenda key which we have used to categorize sessions.

BUSINESS-TO-BUSINESS: **B2B**

BUSINESS-TO-CONSUMER: **B2C**

SMALL-TO-MEDIUM BUSINESS: **SMB**

CASE STUDY: **CS**

## Pre-Summit Workshops // TUESDAY, APRIL 28, 2015

**Please Note:** These workshops are an additional fee and must be signed up for separately from the general summit. You must choose your workshop prior to the start of the event.

8:00 Registration, Continental Breakfast, Coffee & Tea

### STRATEGY DEVELOPMENT WORKSHOPS

8:30 **Workshop A: Where to Invest? Choosing the Right Channels & Tools for your Business**

Corey Padveen,  
[T2 MARKETING INTERNATIONAL](#)

### CREATIVE WORKSHOPS

8:30 **Workshop B: Content Creation - The Essentials of Writing for Social Media**

Mana Ionescu, [LIGHTSPAN DIGITAL](#)

### INDUSTRY WORKSHOPS

8:30 **Workshop C: Building a Social Strategy for Regulated Industries - Managing Brand Reputation**

Jeff Gibbard, [TRUE VOICE MEDIA](#)

10:30 Morning Break & Refreshments for Workshop Attendees

10:45 **Workshop A: Leveraging Social Media for Effective SEO Campaigns**

**B2C**

Matt Cullen, [EVERQUOTE](#)

10:45 **Workshop B: How to Create a Social Strategy that Prioritizes Engagement & Customer Relationships**

**B2B**

**B2C**

Dean R. DeLisle, [FORWARD PROGRESS, INC.](#)

10:45 **Workshop C: Building a B2C Social Strategy - Turning Social Reach into Social Revenue**

Adam Wexler, [INSIGHTPOOL](#)

12:45 Networking Lunch for Workshop Attendees

2:00 **Workshop A: Budget-Friendly Strategies for Packing a Punch with a Small Social Media Team**

Ely Deutch, [GARRETT POPCORN](#)

2:00 **Workshop B: Right Content, Right Channel: Building a Strong Channel Role Strategy for Your Business or Brand**

**B2C**

Rachael Datz, Josh Druding,  
& Blue Derkin, [DIGITASLBI](#)

2:00 **Workshop C: Building a B2B Social Media Strategy - How Businesses Can Stay Relevant**

**B2B**

Kate Hamilton, [INTRALINK GLOBAL](#)

4:00 Welcoming Reception - Join us for early registration, drinks and appetizers!

## General Summit // WEDNESDAY, APRIL 29, 2015

8:15 Registration and Continental Breakfast

9:10 Welcome and Introduction by Summit Producer Breanna Jacobs

9:15 **Opening Keynote: The Bigger Picture - Social Media's Impact on Corporate Identity & Influence**

Heidi Barker Sa Shekhem, [MCDONALD'S CORPORATION](#)

10:00 Networking Break

### TRACK A: CONTENT CREATION & STORYTELLING

10:45 **Becoming a Storyteller - The Key Elements to Creating & Writing Powerful Stories**

Laura Wilson, [GEORGETOWN UNIVERSITY](#)

### TRACK B: CONTENT MARKETING STRATEGIES

10:45 **Global Content Marketing Made Simple**

**B2B**

Pam Didner,  
[GLOBAL CONTENT MARKETING](#)

### TRACK C: SOCIAL MEDIA STRATEGY DEVELOPMENT

10:45 **Hiring & Building Your Best Social & Content Teams**

**B2B**

**B2C**

Cate Conroy, *Marketer & Professor*

11:30 **Plan your Content Strategy BEFORE your Social Media Strategy**

Ahava Liebttag, [AHA MEDIA GROUP](#)

11:30 **Storytelling at Scale: An Autodesk Case Study in Organizational Alignment & Content Best Practices**

**CS**

**B2B**

Daniel Zucker, [AUTODESK](#)

11:30 **Your Legal Team and You: Best Friends or Mortal Enemies?**

Joshua Weaver, [ZAPPOS FAMILY OF COMPANIES](#)

12:15 Networking Luncheon



# General Summit // WEDNESDAY, APRIL 29, 2015

DAY TWO

## TRACK A: CONTENT CREATION & STORYTELLING

1:15 **B2B** eBooks, Infographics, Blog Posts, Images and More - Creating Content that Connects & Converts  
Natalie Slater, [ABE'S MARKET](#)

2:00 **CS** **B2C** Storytelling Strategy Essentials: Why You Should Care about Brand Personas  
Joel Warady, [ENJOY LIFE FOODS](#)

## TRACK B: CONTENT MARKETING STRATEGIES

1:15 **B2B** Content Marketing Strategies for Lead Generation  
Mana Ionescu, [LIGHTSPAN DIGITAL](#)

2:00 Content Distribution Using Owned, Earned and Paid Media Tactics  
Craig Dodge Lite, [RAIDIOUS](#)

## TRACK C: SOCIAL MEDIA STRATEGY DEVELOPMENT

1:15 **CS** **B2C** Case Study: Exploring Content Strategy for Targeting Millennials  
Amanda Mahan, [THE CLOROX COMPANY](#)  
Christine Bridger, [CURRENT](#)

2:00 **CS** Case Study: How Distributed Publishing Fuels NPR's Social Media  
Patrick Cooper, [NPR](#)

2:45 Afternoon Networking Break & Refreshments

3:15 Content Trends - 5 Ways to Win the Moment: Live Storytelling Made Simple  
Gina Ballenger, [TWITTER](#)

4:00 Simple Marketing Hacks that Get Results Now & Drive Massive Revenue  
Jeremiah Desmarais, [FAST GROWTH ADVISOR | TEDX | TOP 40U40](#)

4:45 Day 2 Talks Conclude

5:00 Networking Reception - Cocktails & Appetizers Provided!



# General Summit // THURSDAY, APRIL 30, 2015

DAY THREE

8:15 Registration and Continental Breakfast

9:10 Welcome and Introduction by Summit Producer Breanna Jacobs

9:15 Keynote: Dominating the Conversation, Softly - How Challengers Enter the Cultural Conversation  
Julian Aldridge, [CHARLES SCHWAB](#)

10:00 Sponsor Meet & Greet Networking Break

## TRACK A: SOCIAL MEDIA PLATFORM OPTIMIZATION

10:45 **CS** How Johnson & Johnson Uses Twitter, YouTube & LinkedIn for Employment Branding  
Linda Konop, [JOHNSON & JOHNSON](#)

11:30 **CS** **B2C** Building a Content Strategy on Snapchat  
KC Geen, [GROUPON](#)

## TRACK B: ANALYTICS, DATA & ROI - MEASURING SOCIAL MEDIA IMPACT

10:45 **B2C** The Intersection of Analytics and Creativity - Using Social Data to Drive Innovation  
Allison Smith, [FORRESTER](#)

11:30 **CS** Case Study: Moving Beyond the Vanity Metrics - Harnessing Social Identity to Drive Business Value  
Kim Bartley, [WHITE CASTLE](#)

## TRACK C: ENGAGEMENT & CUSTOMER SERVICE STRATEGY

10:45 Food & Social - A Case Study in Creating Branded Communities  
Elizabeth Martin, [ALLRECIPES.COM](#) & Marney Ayers Freeland, [ALLRECIPES.COM](#)

11:30 Becoming a Social Savvy Company - Engaging Employees to be Brand Advocates  
Julio Viskovich, [RFACTR](#)

12:15 Networking Luncheon

1:15 National Geographic Case Study: Strategy for Visual Storytelling Across Social Media Channels  
Andrea Leitch, [NATIONAL GEOGRAPHIC TRAVEL](#)

2:00 **CS** **SMB** #Winning and Pinning: Best Practices for Instagram and Pinterest  
Matt Heindl, [RAZORFISH](#)

1:15 Tips & Tricks for Making the Most of Google Analytics & AdWords  
Corey Padveen, [T2 MARKETING INTERNATIONAL](#)

2:00 **CS** Case Study: How Brands Are Finding New Ways to Outperform with Social Advertising  
Chris Jacob, [SALESFORCE](#)

1:15 **CS** **B2C** Case Study: The Power of Customer Experience - Leveraging Social Listening and Data for an Integrated Content Strategy  
Toni Jones, [U-HAUL](#)

2:00 **B2C** Customer Service - Effectively Dealing with Negative Comments & Experiences  
Dan Soshin, [THE ULTIMATE MEDICAL ACADEMY](#)

2:45 Networking Break

3:00 Closing Keynote - Be Bold: Tell People What You Believe!  
Brian Burkhart, [SQUAREPLANET](#)

3:45 Summit Concludes



# REGISTRATION INFORMATION:

## VENUE

2015 Social Media Strategies Summit, Chicago will be held at:

**Hyatt Regency McCormick Place**

2233 South Dr. Martin Luther King Jr. Drive, Chicago, IL 60616

[mccormickplace.hyatt.com](http://mccormickplace.hyatt.com) // (312) 567-1234

Room rates if reserved by April 7, 2015  
**\$239**

## What Are Delegate Networking Dinners and Why Should I Attend?\*



Attend one of our Eat, Meet & Greet Networking Dinners and take advantage of the opportunity to:

- Advance your personal career & meet valuable business contacts
- Connect with social media professionals that share common challenges
- Share knowledge and best practices with other attendees
- Enjoy a memorable summit experience

\* Visit the registration page to review networking dinner options. Please note: Dinners are not included in registration fee; attendee is responsible for all dinner costs.

## Group Discounts of 3 or more:

For information about group discounts of 3 or more people and Team Learning opportunities for the Social Media Strategies Summit, Chicago, please contact: Erika Sievert at [erika.sievert@gsmiweb.com](mailto:erika.sievert@gsmiweb.com) or 619.810.1935.

## Exhibiting and Sponsorship Information:

To learn more about exhibiting at this year's Social Media Strategies Summit, Chicago please contact Ryan Fleischhauer at [ryan@gsmiweb.com](mailto:ryan@gsmiweb.com) or 619-810-1928.

## Summit Registration Includes:

- + Continental breakfasts
- + Breaks - snacks and beverages
- + Lunches
- + Networking Reception
- + Access to all presentations, videos, mp3s
- + Research reports

## ADMINISTRATIVE NOTE:

For cancellations received in writing.

- **Four weeks or more prior to the event:**  
*Full refund or Full Credit Voucher*
- **Four weeks or less prior to the event:** *No Refund; a Credit Voucher minus the \$300 cancellation fee*

If you do not cancel your registration by the day of the event you will be charged your full registration fee. Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: 888.409.4418

### SUBSTITUTION POLICY:

Substitutions may be made up to the day of the event.

### PAYMENT POLICY:

Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer. If registering 2 weeks or less prior to the start of the Conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the Conference and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the conference date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of the Social Media Strategies Summit Chicago registrants(s).



### GSMI Offers 5 Ways to Register:

Tel: (888) 409-4418  
Monday - Friday 8:00 a.m. - 6:00 p.m. US Pacific Time

Fax: (619) 923-3542  
24 Hours a Day

Mail: 1501 India St. Suite 103-60,  
San Diego, CA 92101

Email: [registration@gsmiweb.com](mailto:registration@gsmiweb.com)  
Please include your name & telephone number

Web:  
[www.socialmediastrategiessummit.com](http://www.socialmediastrategiessummit.com)  
[www.gsmiweb.com](http://www.gsmiweb.com)

	1st Early Bird February 6, 2015	2nd Early Bird February 27, 2015	Final Early Bird March 27, 2015	Regular Rate
<b>COMMERCIAL</b>	<b>EXPIRED</b>	<b>EXPIRED</b>	<b>EXPIRED</b>	
Summit Only	○ \$1395 <i>Save \$600</i>	○ \$1595 <i>Save \$400</i>	○ \$1795 <i>Save \$200</i>	○ \$1995
Summit + 1 Workshop	○ \$1890 <i>Save \$600</i>	○ \$2090 <i>Save \$400</i>	○ \$2290 <i>Save \$200</i>	○ \$2490
Summit + 2 Workshops	○ \$2285 <i>Save \$700</i>	○ \$2485 <i>Save \$500</i>	○ \$2685 <i>Save \$300</i>	○ \$2885 <i>Save \$100</i>
Summit + 3 Workshops	○ \$2580 <i>Save \$900</i>	○ \$2780 <i>Save \$700</i>	○ \$2980 <i>Save \$500</i>	○ \$3180 <i>Save \$300</i>
<b>GOVERNMENT AND NON-PROFIT</b>				
Summit Only	○ \$1195 <i>Save \$500</i>	○ \$1395 <i>Save \$400</i>	○ \$1595 <i>Save \$200</i>	○ \$1795
Summit + 1 Workshop	<b>EXPIRED</b>	<b>EXPIRED</b>	<b>EXPIRED</b>	○ \$2290
Summit + 2 Workshops	○ \$2085 <i>Save \$700</i>	○ \$2285 <i>Save \$500</i>	○ \$2485 <i>Save \$300</i>	○ \$2685 <i>Save \$100</i>
Summit + 3 Workshops	○ \$2380 <i>Save \$900</i>	○ \$2580 <i>Save \$700</i>	○ \$2780 <i>Save \$500</i>	○ \$2980 <i>Save \$300</i>
<b>WORKSHOP ONLY</b>				
1 workshop	N/A	N/A	N/A	○ \$495
2 workshops	N/A	N/A	N/A	<i>Save \$100</i> ○ \$890
3 workshops	N/A	N/A	N/A	<i>Save \$300</i> ○ \$1,185

◆ Please fill in the following information and fax back to: (619) 923-3542 ◆ Please submit one form for each delegate attending.

Will you be attending any pre-summit workshops on Tuesday, April 28, 2015?  Yes  No

If so, which workshops?

- 8:30am A**  
Where to Invest? Choosing the Right Channels & Tools for your Business
- 8:30am B**  
Content Creation - The Essentials of Writing for Social Media
- 8:30am C**  
Building a Social Strategy for Regulated Industries - Managing Brand Reputation
- 10:45am A**  
Leveraging Social Media for Effective SEO Campaigns
- 10:45am B**  
How to Create a Social Strategy that Prioritizes Engagement & Customer Relationships
- 10:45am C**  
Building a B2C Social Strategy - Turning Social Reach into Social Revenue
- 2:00pm A**  
Budget-Friendly Strategies for Packing a Punch with a Small Social Media Team
- 2:00pm B**  
Right Content, Right Channel: Building a Strong Channel Role Strategy for Your Business or Brand
- 2:00pm C**  
Building a B2B Social Media Strategy - How Businesses Can Stay Relevant

Will you be attending any Delegate Networking Dinners on Wednesday, April 29th, 2015?

Yes  No If so, which dinner?

- (1) Paid media strategies dinner (Organized for paid media specialists)
- (2) Strategizing for small social teams dinner (Organized for social media strategists from SMBs)
- (3) Content creation and storytelling dinner (Organized for content creators and marketers)
- (4) Social media data and analytics dinner (Organized for analytics specialists)
- (5) Social media strategy development dinner (Organized for social strategy specialists)
- (6) Customer engagement strategies dinner (Organized for customer marketing specialists)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Department: \_\_\_\_\_

Approving Manager Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Twitter ID: \_\_\_\_\_

Linkedin.com Profile: \_\_\_\_\_

**PAYMENT METHOD:** Credit Card:  Amex  Visa  MasterCard |  Check

Credit Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Do you have any dietary restrictions (e.g. kosher, vegetarian)?  Yes  No If so, please specify: \_\_\_\_\_

Do you require any accommodations that require special attention?  Yes  No

If so, please specify: (e.g. wheel-chair access) \_\_\_\_\_

How did you hear about this event? \_\_\_\_\_