



Mid-Atlantic
MarCom
Summit

Held in Association with

ADWKDC

November 2, 2023
Capital One Hall | Tysons, VA

#MarComSummitDC



8:00am - 8:55am | The Atrium
Registration & Breakfast

9:00am - 9:40am | Main Theatre
CMO & CCO Outlook: The Big Picture

The CMO and CCO Outlook keynote panel brings together four leading marketing and communication executives from leading DC area companies to discuss their outlook for 2024 — and beyond.

Kathy Baird, Chief Communications Officer, The Washington Post
Rosemary McGillan, Chief Marketing Communications Officer, American Red Cross

Michael Smith, Chief Marketing Officer, NPR

Moderator: Martha Boudreau, Executive Vice President and Chief Communications & Marketing Officer AARP

9:40am - 9:45am | Main Theatre
Message from Diamond Sponsor Media.com

James Mawhinney, Founder & CEO

9:45am - 10:15am | Main Theatre
AI-Powered Creativity: Unleashing the Potential

This keynote panel brings together creatives and leading AI leaders from the region to talk about the power and possibilities of AI for creative development.

Christian Smooth, Filmmaker, AI Artist
Geoff Livingston, Founder, Generative Buzz

Todd Marks, Founder, CEO, & President of Mindgrub Technologies

Moderator: Lynne Kingsley, VP, Marketing and Strategic Services, Ironmark

10:15am - 10:45am | The Atrium
Coffee & Networking Break

10:45am - 11:30am | The Lounge
Social Media Outlook: Insights and Trends for 2024

Several of the region's leading social media thought leaders will provide insight about their outlook for 2024 and beyond. How has their social strategy shifted in the last year?

Juliana Avery, Social Media Manager, Arena Stage
Lydia Gerike, Social Media Producer, Fast Company

Tisa Sinclair, Director of Social Response, AARP

Amy Ganderson, Senior Director of Digital Strategy, Colorectal Cancer Alliance

Moderator: Roger Hughlett, Director, Corporate Communications, CompTIA

10:45am - 11:30am | The Classroom
1+1=3: The Value of Brand in M&A Deals

Grafik's Chief Brand Strategist shares the necessary considerations for capturing leadership's vision and blending cultures and capabilities when integrating cultures during a merger and acquisition.

Hal Swetnam, SVP, Chief Brand Strategist, Grafik

10:45am - 11:30am | The Gallery
Communicating Health Care Outbreaks After the Crisis is Gone

This session will focus on healthcare communications and how to continue the awareness after the spotlight has dimmed.

Martha Cameron, Executive Director, International Community of Women Living with HIV

Juliet Glassroth, Chief Content Officer, Glassroth Creative Strategies

Laura Guay, VP of Research, Elizabeth Glaser Pediatric AIDS Foundation

Moderator: Sara Hansard, Senior Reporter, Bloomberg Industry Group

10:45am - 11:30am | The Theater
Marcus Collins, Best Selling Author, "For the Culture: The Power Behind the World's Most Successful Brands, from Apple to Beyonce"

Underwritten by Hart + MDB

The architect of some of the most famous ad campaigns of the last decade argues that culture is the most powerful vehicle for influencing behavior, and outlines to attendees how to harness culture to inspire other people to share their vision.

Marcus Collins, Professor, University of Michigan, and Best-Selling Author of "For the Culture"

10:45am - 11:30am | The Vault
B2G PR: How to Get Your Stories Covered by the Public Sector Media

Hear from Public Sector Media reporters and find out the technology trends government agencies care about the most.

Molly Weisner, Staff Reporter, Federal Times

Frank Konkel, Vice President of Editorial, GovExec

Moderator: Katie Hanusik, EVP, Public Relations, REQ

11:45am - 12:30pm | The Lounge
Evolving SEO Techniques: Adapting AI, Algorithm Updates and Ranking Factors

Hear from leading SEO experts in the DC area about the current state of SEO. This discussion will explore the latest trends and strategies for optimizing SEO, particularly in the age of AI and frequent algorithm updates.

Bari Friedman, Director of SEO, REQ

Chad Hill, CMO, Hill & Ponton

Kyle Sutton, Director of SEO, The Points Guy

Moderator: Josh Greene, CEO, The Mather Group

11:45am- 12:30pm | The Classroom

B2B Marketing in the Digital Age: Strategies For Success

B2B marketing leaders will share their expertise in navigating the ever-evolving landscape of business-to-business marketing in the digital era.

Christina Parsons, EVP Creative Strategy, Marketing.com

Hunter Montgomery, CMO, ChurnZero

Stephanie Glashow, Head of Marketing, Corporate & Institutional Solutions, Morgan Stanley

Moderator: Jeffrey Davis, Founder, J. Davis Public Relations

11:45am- 12:30pm | The Gallery

How Social Listening Can Help Election Officials Keep an Eye on the Horizon

Social listening and digital engagement are powerful tools. This panel will discuss the role that social listening can play in hot-button issues like elections and other pressing topics for which mis/disinformation hinders decision-making.

Doug Chapin, Senior Elections Fellow, Fors Marsh

Marina Anwuri, Associate Director, Fors Marsh Social Listening Lab

Mindy Moretti, Editor of ElectionOnline.org

11:45am - 12:30pm | The Theater

Navigating Crisis Communications: A Fireside Chat with the Washington Commanders' Chief Communications Officer

An exclusive fireside chat with Jean Medina, the Chief Communications Officer of the Washington Commanders, one of the NFL's most iconic franchises, for an engaging and informative session on crisis communications.

Jean Medina, Chief Communications Officer, Washington Commanders

Interviewer: Sean O'Leary, VP, Susan Davis International

11:45am - 12:30pm | The Vault

Prioritizing Accessibility, Inclusivity, and Sustainability for the ALS Association

This session We will demonstrate how mobile-first design principles proved invaluable in prioritizing accessibility, inclusivity, and sustainability in the development of My ALS Journey for the ALS Association.

Debbie Bates-Schrott, SVP, Marketing, Yes&

Evangeline Weber, Digital Creative Lead, UX/UI, Yes&

Stuart Granger, Director of Creative Strategy, Yes&

**12:30pm - 1:20pm | The Atrium
Lunch**

1:20pm - 2:05pm | The Lounge

Maximizing Email Marketing Performance In 2024

The panel will share insights into the most effective techniques, email best practices, and cutting-edge tools to help you boost engagement and conversions in the evolving digital landscape.

Ed Krug, Director of Strategic Partnerships, RampedUp

Brian Graziano, VP, Growth Marketing, Growth Marketing Kastle Systems

Michael Kinstlinger, Senior Email Campaign Manager, Havas CX

Moderator: Shonali Burke, Chief Marketing & Strategy Officer, Arena Stage

1:20pm - 2:05pm | The Vault

The Rapidly Changing State of Media Relations and Social Media

The state of media relations is in flux, and PR pros and journalists alike are forced to adapt to the shifting landscape. Hear from three in-house PR/Communications professionals on the rapidly evolving state of media relations and social media.

Julia Graham Moore, Senior Manager, Communications, Capital One

Sara Gallant, Senior Manager of Corporate Communications & Social Media, Hilton

Hugo Rojo, Executive Director of Communications, CBS News

Moderator: Natan Edelsburg, Chief Partnerships Officer, Muck Rack

1:20pm - 2:05pm | The Classroom

Mastering the Legal and Intellectual Property Issues Surrounding the AI Revolution for Communicators

AI in the communications fields presents challenges in intellectual property, data privacy, authentic communication, and ethical concerns. In this session, Dan Jasnow, Partner at ArentFox Schiff will discuss the legal concerns surrounding AI in the fields of PR, marketing and advertising.

Dan Jasnow, Partner and AI, Metaverse & Blockchain Industry Group Co-Leader, ArentFox Schiff

Interviewer: David Fuscus, CEO, Précis AI

1:20pm - 2:05pm | The Gallery

Events in 2024: Trends, Predictions, and Best Practices

This session will examine the evolution of the events industry as 2024 approaches. What is shaping the industry? Where is the industry going? How can organizations take advantage of the digital transformation that has shaped the events space?

Patrick Smith, SVP and Chief Marketing Officer, Cvent

Mike Dietrich, Vice President of Product Marketing at Cvent

1:20pm - 2:05pm | The Theater
Data + Insights for Digital Media Buys

This session will examine the We Can Do This Covid-19 Public Education Campaign that was one part of the federal government's efforts to slow the incidence of COVID infection. The campaign delivered an impassioned plea, on behalf of the federal government, to all adults in the United States to get vaccinated/boosted.

Imani Greene, Founder/Principal, AAmplify.MEDIA

2:15pm - 3:00pm | The Gallery
The Future of Information – Reputation Management in 2024 & Beyond

This is a presentation for anyone who cares about their personal, business or client's brand(s). It will explore why the world is facing an information crisis and the future of reputation management for marketing & communications specialists in 2024 and beyond.

James Mawhinney, Founder & CEO, Media.com

2:15pm - 3:00pm | The Vault
Digital-Out-Of-Home – The Secret Sauce in Today's Digital Marketing Toolbox

In an era where traditional marketing tactics are being redefined, Digital-Out-of-Home (DOOH) advertising reemerges as a vibrant force, elevating brand awareness, capturing audiences, and fostering connection. Hear from experts who have navigated the DOOH landscape, leveraging its capabilities to drive results.

Jennifer Decker, Brand Manager, Intelsat

Shana Fitch, Senior Digital Marketing Director, TorchLight Marketing

Diana Gardner, Account Director, TorchLight Hire

2:15pm - 3:00pm | The Lounge
Creating a Workplace Where Teams Are Empowered to Experiment

Creating a workplace where MarCom teams are empowered to experiment requires a complete shift in culture, including making experimentation an integral part of everyday life. This session will discuss how to overcome the most common obstacles, and highlight some organizations that are doing it well.

Elisabeth Bradley, CEO, Forum One

Alex Love, Senior Director, Marketing and Communications, RIVA Solutions

Shonali Burke, Chief Marketing & Strategy Office, Arena Stage

Moderator: Denise Kennedy, President, Anthology Communications

2:15pm - 3:00pm | The Theater
Pew Research Report on the Digital Landscape: U.S. Trends in Social Media, AI, Online News and Privacy, and What It Means for All Communicators

Jeff Gottfried, Associate Director of Research, Internet & Tech, Pew Research Center

Interviewer: Chris Pellegrino, Senior Account Manager, Notified

2:15pm - 3:00pm | The Classroom
It's Not Just The Drink, It's The Moments: Effective Spirits Marketing To Multicultural Segments Means Knowing When And Why They Drink

Sensis Creative and Strategy leads on Seagram's and PAMA Pomegranate Liqueur accounts will take a closer look at how occasions to drink provide rich marketing opportunities for spirits brands targeting diverse segments.

Felipe Restrepo, Creative Director & Managing Director, Sensis

Mark Macklin, Strategy Director, Sensis

3:10pm - 3:55pm | The Vault
Using Journey Mapping to Fuel Marketing & Customer Experience Innovation

This presentation will examine how journey mapping can fuel innovative ways to better understand how audiences interact with your brand and unlock valuable insights into their behaviors, motivations and information needs—all to optimize your customer experience programs from every angle.

Mary Linnell-Simmons, Chief Marketing Officer, Peace Corps

Chris Coelho, VP, Digital Strategy, Crosby

Jessica Niederberger, Experience Design Director, Crosby

Suresh John, EVP, Digital Strategy & Analytics, Crosby

3:10pm - 3:55pm | The Lounge
From Micro to Macro: A Deep Dive Into NextGen Influencer Campaigns

In this panel discussion, we will delve into the strategies that brands of all sizes can employ to create impactful influencer campaigns that resonate with new communities and yield impactful results.

Ellyn Briggs, Brands Analyst, Morning Consult

Bella Gerard, Fashion Editor, Style Expert, Content Creator

Nick Sucich, Director, Digital Communications, United States Postal Service

Anhchi Ha, Vice President, Digital Marketing, JPA Health

Moderator: Laura Wilson, Senior Vice President Platform Strategy, Weber Shandwick

3:10pm - 3:55pm | The Classroom
From Rebrand to Rebirth: Intentional Change in Modern Marketing

Zach Goodwin, Partner & CEO, This January
Maggie Winters, Partner & CEO, This January

3:10pm - 3:55pm | The Theater
Be Cause: Creating Communications That Matter

In this session learn how to holistically build interconnected strategies, extend partnerships to amplify efforts, and create deliberate messaging strategy aligned with the mission to deliver the most impact.

Michael Kaiser, President and CEO, Defending Digital Campaigns
Timothy Blute, Director of NGA Center for Best Practices, National Governors Association
Eva Nordstrom, Vice President, Thatcher+Co. PR Agency
Steve Wright, Vice President of Client Services, Boncom Ad Agency
Moderator: Emily Hellewell, Sr. Director of Marketing and Communications, Bonneville Communications Corporation

3:10pm - 3:55pm | The Gallery
New Kids on the Block – Meet the Latest Media Start-Ups

Several new media organizations have started up recently with either a base or significant operations in DC. This panel will introduce our audience to them and provide an opportunity to learn about them and hear directly from editors to receive advice and suggestions on how to work with them.

Kyle Trygstad, Managing Editor, Pluribus News
Joe Ruffolo, SVP and GM, The Hill and NewsNation Digital
David Plotz, CEO, City Cast
Moderator: Doug Fruehling, Editor-in-Chief, Washington Business Journal

4:15pm - 4:50pm | The Vault
The Value and Opportunity of Local TV News

This session will delve into the unique advantages and strategic opportunities that local television news presents for effective public relations campaigns. Expert panelists will explore how leveraging local TV news outlets can enhance community engagement, build brand credibility, and establish a meaningful presence within specific geographic markets.

Dan McDonald, VP, Communications Public Affairs, NAB
Doug Simon, CEO, D S Simon Media

4:15pm - 4:50pm | The Lounge
Share Your Perspective! A Multi-Level Interactive Conversation On Contemporary Marketing Challenges

You've listened to a lot of great insights today. Now it's your moment to shine! Join The AMA's Katherine Boyko, Arthur Uratani and Alex Fletcher as they lead an interactive discussion on different issues and challenges we face as marketers.

Alex Fletcher, Founder, Esports Group
Arthur Uratani, Marketing Director, Bookoff McAndrews
Katherine Boyko, Senior Marketing Coordinator, Whiteford

4:15pm - 4:50pm | The Gallery
Closing the Gap: Bridging the Divide Between Sales and Marketing Teams

This panel will feature some of the top marketing and sales leaders, and technology providers, in the Mid-Atlantic. They'll share what sales needs and expects from marketing — and what marketing needs from sales.


Gina Stracuzzi, Director, Women in Sales Leadership
Eric Trexler, SVP Sales, US Public SectorAlto Networks
Fred Diamond, Co-founder, Institute for Excellence in Sales

4:15pm - 4:50pm | The Theater
Thrill Us Then Kill Us? Balancing the Need to Use AI with the Existential Risk AI Poses to Humanity

Two things can be true at the same time: Using AI more and more is a required part of any agency work, and, AI, on its current trajectory, poses a significant existential risk to humanity. John Sherman has been immersed in AI, focusing mainly on AI safety concerns. Learn what the most serious risks of AI are and practical steps experts say each of us can take daily to increase the odds humanity can survive AI.

John Sherman, CEO & Creative Director, StoryFarm

4:50pm - 5:30pm | The Balcony
Cocktails

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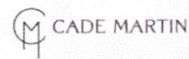

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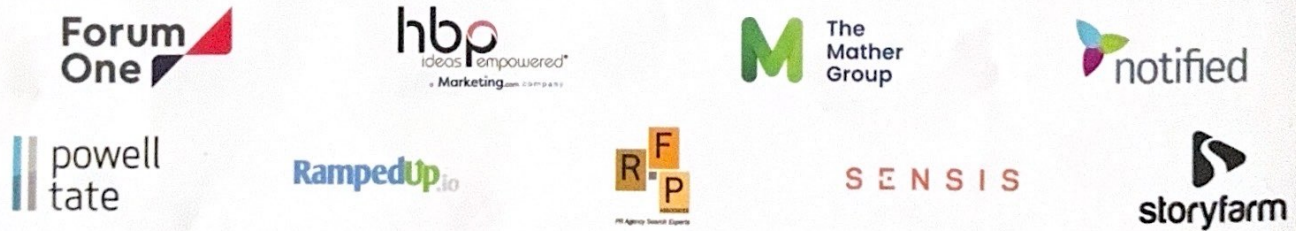
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