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*Forging a New Frontier in
Digital Marketing*

March 2 & 3, 2022

Sheraton Eau Claire
255 Barclay Parade SW
Calgary AB

www.digitalnomads.com

COFFEE & REGISTRATION

8:00AM-9:00AM

Main Lobby outside Wildrose Ballroom

KEYNOTE

9:00AM-10:00AM

Wildrose Ballroom

How Has Social Media Changed Me and the World

Presenter: **Laurie Hutichon**, CEO Concept Communications
Laurie Hutichon is the CEO of Concept Communications and the General Partner of District Conceptual Capital, a venture fund focused on helping market, fund and grow entrepreneurs and entrepreneurial companies in the food and health space. She is also a Marketing Hall of Legends inductee and a recipient of the Queen Elizabeth Diamond Jubilee Award. Hutichon serves as an Honorary Captain in the Royal Canadian Navy. She sits on several public and private boards and is actively involved in supporting the community.



MORNING INDIVIDUAL SESSIONS

10:15AM-11:30AM

What Marketers Need to Know About Chatbots Now

Presenter: **Karen Larson**
Vice President, Marketing; Dijou Marketing Strategies
Banff Room
Chatter about chatbots reached a fever pitch in 2016, with brands including Sephora, Taco Bell, and KLM jumping on the bot bandwagon. This presentation is designed for marketers and entertainment brands who are struggling to understand how to use bots for their business, highlighting what they are, why they've become so popular, and how to leverage them for customer service, content delivery, e-commerce, promotions, and branding.

Inbound Marketing is Dead. What is Next?

Presenter: **Matthew Ritco**
Marketing Manager, Delco Firms
Waterton Room
Digital marketing often follows trends: inbound marketing gives way to account-based marketing gives way to the next fad. Despite the advances in technology, including targeting and automation, great B2B marketing follows a simple & undeniable formula that involves building trust, credibility, and network effects. Matthew will explain this formula in terms that even non-marketers can appreciate.

How Do Your Marketing Relationships Measure Up?

Presenter: **Peter McKilley**
President & CEO BrainTrust Co
Jasper Room
Outside partners have the ability to make or break us. Whether it's product development, marketing firms, SEO companies, consultants etc., we rely on these people to move us into the future. Do these relationships feel like you are dating on Tinder, or do they feel like true partnerships? Are you being hatfished? We'll go through all the ways to know if your relationships are hot or not and give you the tools you need to decide. Along the way we'll give you a glimpse into some of our secret weapons such as the 'Metrics Agreement', the 'Agency Report Card' and the art of dynamic reporting.

LUNCH

11:30AM-1:00PM

SPONSORED BY FIREGRILL

Wildrose Ballroom

AFTERNOON BREAKOUTS

1:00PM-3:30PM

Your Next Branded Project Should be Audio

Presenter: **Stephen Carlos**
Principal, Axis Audio
Banff Room
The scarcest resources for anyone in marketing and communications are the time and attention of the people you want to reach. Whether it's through podcasting or smart speakers/voice assistants, audio is quickly becoming the go-to channel for marketers and communications teams that want engagement and impact. Learn why audio is uniquely powerful, hear how Facebook, Dell, Mozilla, Slack, and other influential companies are using audio to reshape their marketing plans, and discover the best practices for creating your own audio strategy as a brand.

Digital Marketing in Heavily Regulated Industries

Presenter: **Amber Hawkins**
Writer, Researcher, Tompkins Consulting
Waterton Room
How do you manage the balancing act between creative marketing and being compliant with heavy regulations? How do you market a product that you can't even show on social media? When everything you've learned about marketing goes out the window, a journey through learning to pivot, embracing opportunities and understanding digital marketing in the brand-new Canadian cannabis industry.

Aligning Narratives and Strategies with Stakeholders

Presenter: **Tracey Patterson**
VP Marketing and Sales, CSEC Holdings
Jasper Room
As companies grow, internal and external stakeholders can compete for space on digital and social channels, leaving managers to decipher where certain voices should. Everyone wants in, in some way, shape, or form. Tracey Patterson recaps how CSEC has been able to stay true to its strategic initiatives while working alongside a diverse range of partners as well as how strategies have evolved to ensure all parties are gaining from the partnership.

COFFEE

3:30PM-3:45PM

Main Lobby

CLOSING SESSION

3:45PM-4:30PM

Wildrose Ballroom

Protecting Your Brand and Reputation Online

Presenter: **Jessica Lemeiux**, Marketing Strategist, Wellco Design Firm
The social media is scattered with landmines that can impact your brand and business if you are not prepared. Assessing risk and activating a response strategy when risk becomes reality are key factors to managing your reputation through social media. Learn best practices around assessment and response to online issues.

COFFEE

8:00AM-9:00AM

Main Lobby

OPENING SESSION

9:00AM-10:00AM

Wildrose Ballroom

The Great UX Debate: What Google says versus what Google does

Presenter: **Will Crowley**, Data Analyst, CIGAR Marketing
We know that Google says it wants to deliver websites with stellar UX (user experience) to searchers. We know some of the ways that they seek to do that, but there is also a lot of debate and controversy in this area. In this presentation, Will is going to bring together all the things we know with things we suspect, and give you actionable advice on what it means for your search strategy.

COFFEE

10:00AM-10:15AM

Main Lobby

MORNING BREAKOUTS

10:15AM-11:30AM

Giving Robots an All-Access Pass: Tags, Sitemaps, & API Indexing

Presenter: **Jessica Waters**
Data Analyst, Marketing; Holsteer Industries
Banff Room
Optimizing crawl budget and encouraging search engine indexation are concepts most SEOs are familiar. But the devil is in the details. Especially as best practices have significantly altered in recent years and will do so again with the introduction of indexing APIs by both Google and Bing. Should you control spiders with robot's directives? Or optimize XML sitemaps? Or submit via the APIs? Or just let Google figure it out? In this session, we delve into the optimal way to get your content into search engines fast.

A Modern Marriage: Consumers and Advertising or How Advertising in the New World Can be Successful and Fun

Presenter: **Purna Viriji**
VP Corporate Clients, Dijou Marketing
Waterton Room
We are so resistant to ads today that we install ad blockers, DVR our shows to fast forward ads and have developed banner blindness. But it wasn't always like this. As a kid, most of us loved watching commercials. They were clever, fun, and most importantly not as omnipresent or intrusive. So how can you make advertising something people are going to want to consume? With rapid advances in technology and consumer expectations, the result is that even average quality advertising will not pass. We need to get really good. In this session Purna will talk you through the concepts you must embrace to have a sustainable happy relationship with you audience – it's time for some marriage therapy.

Browsers in 2020

Presenter: **Tim Anthony**
President, Watterford Marketing Inc.
Jasper Room
As we head into 2020 there are recent and upcoming browser changes which are going to impact SEO in several ways. Starting with the announcement that Googlebot has become 'evergreen', Tim will explain what you need to know about this, what it means for us, and what you need to do about it. Tim will move on to the privacy-focused updates which are already impacting the accuracy of your analytics and discuss what you need to understand that impact on your data moving forward. Finally, Tim will show off a couple of the latest features that Google have recently announced and ask what this may mean about how our users view our web content in the future. You will come away with some actionable tips and some big picture thoughts.

LUNCH

11:30AM-1:00PM

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Wildrose Ballroom

AFTERNOON BREAKOUTS

1:00PM-3:30PM

How to Automate Search Term Reports

Presenter: **Marco DeLino**
Principal, DeLino Designs
Banff Room
Search term reports optimization can be a tedious process. A PPC Specialist will invest many hours to dive into each campaign trying to extract the most and worst performing keywords. In this presentation, we will share how the heavy lifting of the Search Term report can be automated and how technology can help to identify trends invisible to the human eye.

Customized Ads = Greater Ads

Presenters: **Koos Junerberger & Martin Van Buren**
Marketing Analysts, Junerberg, Van Buren & Associates
Waterton Room
Ad customizers let you show relevant ads that are tailor-made, depending on the user's situation. They provide a powerful solution for both individually crafted ads and large-scale campaigns. During this session, Martin and Koos will walk you through the possibilities and opportunities customized ads have to offer. You will learn new ways of using ad customizers, including that one weird trick that might just take your ad customization to the next level. You will also walk away with insights on how to collaborate with multiple stakeholders and guidelines on how to incorporate this in your strategy. A session full of inspiration and activation at scale.

Level Up Your Reporting with Google Data Studio

Presenter: **Dana Thompson**
President, Thompson Design Associates
Jasper Room
Google Data Studio is a useful (and free!) reporting platform, but most reports only scratch the surface of what's possible. In this session, you'll learn... yes, it's a cliffhanger and the reason are that this session is going to bring you up to date with the latest and most important features you need to know if you are an advanced search marketer who wants to take it up one level. And because the Google Data Studio of today won't be the same Google Data Studio in fall 2019, we will update this session description only shortly before the event. Stay tuned!

COFFEE

3:30PM-3:45PM

Main Lobby

CLOSING SESSION

3:45PM-4:30PM

Wildrose Ballroom

Aligning Your Marketing with your Customers Journey

Presenters: **Amy Morgan, Michelle Bishop**, Marketing Assistants, Goldberg and Associates
In today's challenging marketing world, the ability to align messaging across channels, segment your best performing audiences and create cohesive journey-mapping from awareness through sales is critical for success. It's especially challenging because getting it right means closely collaborating and coordinating with multiple departments and stakeholders. In this session, you'll learn how to get in step with your customers (and your team) as they follow their own paths toward interest, engagement, and conversion.