

2021 Agenda At A Glance



DAY 1: TUESDAY, APRIL 20

12:00-12:05 Welcome

12:05-12:45 **KEYNOTE**
The Past, Present, and Future of Customer Experience
 – **Megan Burns**
Founder and Principal, Experience Enterprises

1:00-1:45	
ELICITING ENGAGEMENT	Brain Shift: Why Behavioral Economics is the Future of Marketing [Workshop] Melina Palmer <i>Founder and CEO, The Brainy Business</i>
HARNESSING TECHNOLOGY	Is Compliant Consumer Privacy Part of Your Consumer Experience? Michael Loban <i>Chief Growth Officer, InfoTrust</i>
MOTIVATING PEOPLE POWER	Creating an Award-Winning Corporate Culture That Reinforces Your Brand Shana Harris <i>Chief Operating Officer, Warschawski</i>
DISCOVERING CUSTOMER INSIGHTS	Jump Start Your Data Fitness Kyle Swan <i>Senior Consultant, Data Science, Burke, Inc.</i> Stephen Yokley <i>Data Scientist, Burke, Inc.</i>

2:00-2:45 Power Studios (Interactive Roundtables)

3:00-3:45	
CREATING VALUE	Prioritizing the Marketing Madness for Your Customer and Brand Steve Mintz <i>Founder, CLM Prescriptives, LLC</i>
ELICITING ENGAGEMENT	Increasing Brand Differentiation and Consumer Loyalty Across Channels [Panel Discussion] PANELIST: Hope Freedman <i>Consumer and Brand Purpose Marketer</i> PANELIST: Sarah Chapman <i>Social Media Manager, CareSource</i> PANELIST: Ashley Faus <i>Content Strategy Lead, Atlassian</i> MODERATOR: Michael Fleischer <i>Founder and CEO, Big Fin SEO</i>
HARNESSING TECHNOLOGY	How a Customer-Focused Dashboard Puts You in the Driver's Seat Shawn Phillips <i>Chief Technology Officer, Heart of the Customer</i>
MOTIVATING PEOPLE POWER	Chief Customer Officer: What Is It and Why Do You Need One? Nicholas Zeisler <i>Principal, CX Consultant, Zeisler Consulting</i>
DISCOVERING CUSTOMER INSIGHTS	Using Insights to Drive Better Decisions Diane Isler <i>CEO, illuminim</i>
4:00-5:00 Partner Showcase	
EXECUTIVE MARKETERS*	Catalysts for Journey Success Jim Tincher <i>CCXP, Founder and CEO, Heart of the Customer</i> <i>*must have 15+ years in marketing</i>

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MARKETING+CX CROSSTRAINING



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DAY 2: WEDNESDAY, APRIL 21

12:00-12:05 Welcome

12:05-12:45 **KEYNOTE**
How Marketing is Being Reinvented for an Experiential Age
 — Rishad Tobaccowala
Author and Educator

1:00-1:45	
Circuit Breakout—Choose Your Station	
CREATING VALUE	Design Thinking [Workshop] Sanjay Puligadda <i>Associate Professor, Miami University</i>
ELICITING ENGAGEMENT	From the Horse's Mouth: How to Get Your Customers to Share Their Voices Jeff Ernst <i>Founder and CEO, SlapFive Inc.</i>
HARNESSING TECHNOLOGY	How Synergy Between Humans and Technology Can Improve Customer Experience [Panel Discussion] PANELIST: Ferry Hoes <i>Co-founder and Brand Humanizer, Brand Humanizing Institute</i> PANELIST: Rodrigo Andrade <i>Head of Innovation and Artificial Intelligence, FNC IT</i> MODERATOR: Ryan Frederick <i>Principal, AWH</i>
MOTIVATING PEOPLE POWER	Power Up to an Inclusive Work Environment Dima Ghawi <i>Keynote Speaker and Executive Coach, Dima Ghawi, LLC</i>
DISCOVERING CUSTOMER INSIGHTS	Avoiding Icebergs Through Preventative Research Tyler King <i>Design Lead, IBM</i>

2:00-2:45 Power Studios (Interactive Roundtables)

3:00-3:45	
Circuit Breakout—Choose Your Station	
CREATING VALUE	If Disney Ran Your Business: Secrets to Lead and Create a Disney-like Experience and Winning Team Culture John Formica <i>America's Customer Experience Coach</i>
ELICITING ENGAGEMENT	The Funnel After the Funnel: Why Post-Sale Marketing Matters Amy Mengel <i>Founder and Principal, Hatwix</i>
HARNESSING TECHNOLOGY	Marketing Automation: Is Your Company Prepared to Make It Work? Keri Witman <i>President and Founder, Clever Lucy</i>
MOTIVATING PEOPLE POWER	Heartstrings: Build a Culture Centered on Customer Experience Mihali Stavlas <i>CEO, Mellonaid</i>
DISCOVERING CUSTOMER INSIGHTS	The Art of Listening to Your Community and Putting Insights Into Action [Panel Discussion] PANELIST: LeAnne Armstead <i>Digital Affiliate Marketing Manager, Kroger</i> PANELIST: Michelle Bonavitacola <i>Director, Enablement, DailyPay, Inc.</i> MODERATOR: Mary Drumond <i>Chief Marketing Officer, Worthix</i>

4:00-4:45 **KEYNOTE**
The New Role of Marketing in CX
 — Brian Solis
Global Innovation Evangelist, Salesforce

4:45-5:00 Conclusion

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