2019 Digital Marketing Summit
February 7, 2019

9:00 a.m. - Early registration/networking; introduce networking competition as guests register
  - The attendee that has collected the most business cards that day wins a prize

10:00 a.m. – Program begins

10:00 a.m. – 10:30 a.m. – Welcome by Kari, introduction to CADMA, networking activities
  - Find 10 things that everyone at your table has in common
  - Brainstorm goals – what does everyone want to accomplish that day
  - Introduce hashtag
  - Introduce keynote speaker

10:30 – 11:30 a.m. – Keynote Speaker
  - Mitch Causey: *Whoops! Marketing Balance is Sink or Swim*

11:30 a.m. – 12:10 p.m. – Lunch
  - Encourage attendees to sit with new people
  - Interact with booth sponsors
  - Brief sponsor introduction

12:15 p.m. – Breakout session 1
  - Concludes at 12:55 p.m.

1:00 p.m. – Breakout session 2
  - Concludes at 1:40 p.m.

1:45 p.m. – Breakout session 3 (final)
  - Concludes at 2:25 p.m.

2:30 – 2:45 p.m. – Event conclusion
  - Thank you
  - Announcement of networking competition winner

2:45 p.m. – 3:45 p.m. – optional open networking and hor d’oeuvres

Breakout Sessions:
  - Brock Davis, *Artificial Intelligence*
  - Mollie Kuramoto, *Creating a Content Marketing Machine with Limited Resources*
  - Maria Rummel, *Content Creation*
  - Steve Shattuck, *Nonprofit Videos (on a Budget) that Engage and Retain Donors*
  - Andy Stephens, *Social Media Marketing*
  - Alex Byers, *Transparency and Ethics in Digital Marketing*