

10th Annual MIMA Summit – Wednesday, October 12

	Content and Storytelling	Digital Decade: Featured Speakers	E-commerce and E-mail	Marketing Technologies	Measurement, ROI and Search	Mobile and Screens	The Nonprofit Perspective	Social Media and Community Engagement	Trends and Research	UX and Design
7:30 - 8:15 am	Registration & Continental Breakfast									
8:15 - 9:30 am	Morning Keynote: Avinash Kaushik									
9:50 - 10:50 am	Blogs, Bribes and Blasphemy: Engaging Influencers in a Changing World Arik Hanson Greg Swan Salon F	Inverse Perspectives: What consumer marketers can learn from the best of the B2B marketing world Jim Kelly Salon E	The Future of Conversion Optimization Erik Peterson Conrad A	HTML5 and Responsive Design Mike Bollinger Marquette VII	Social Media: Metrics that Matter Michael DeHaven Matt Wilson Suzanne McGann Stacy Van Meter David Reynolds-Gooch Conrad B & C	Get Me A Mobile Strategy Or You're Fired Jason Grigsby Symphony III	The Power of Giving is Good for Your Brand Jeff Achen Dana Nelson Marquette I & II	Shoes, Chocolate, and SYTYCD: Building an Army of Brand Ambassadors Using Social Media Mari Luangrath Salon G	The State of the Internet in 2011 Brian Hayes Marquette III & IV	The Future of UX (Is Already Here!) Boon Sheridan Symphony I & II
11:10 am - 12:10 pm	Pulp-journalism, Journal-tisement and the Rise of Self-Published Content Sara Meaney Salon F	Group Therapy For Would-Be Innovators Edward Boches David Armano Salon E	TBA James Gagliardi Conrad A	The Future of Programming Languages Jason Bock Marquette VII	Mining Deep Social Media Strategy From Search History Marty Weintraub Conrad B & C	Driving Mobile Strategy Success: How Navistar Is Connecting With Its Nomadic Consumers Tara Walker Matt Heinrichs Symphony III	From Y To Mature In 60 Minutes: Multi-Channel Strategies To Build Nonprofit Sustainability Across The Generations Brad Duff-Hudkins Marquette I & II	Social Media at Kelley Blue Book: Building Internal Relationships and External Programs Rebekah King Salon G	The Consumer Decision Journey: The Impact and Implications of the Digital Decade Whit Alexander Marquette III & IV	Ideas for the Eco-Minded Interactive Marketer or Designer and Their Clients Craig Johnson Symphony I & II
12:30 - 1:15 pm	Lunch									
1:15 - 2:20 pm	Afternoon Keynote: Chris Anderson									
2:40 - 3:40 pm	Implementing a Content Strategy During a Brand Refresh: Teach For America Case Study Kristin Hodgson Salon F	Going All In: Facebook's Hacker Culture Sarah Cancilla Salon E	Beyond the Open Rate: It's Time to Think Reach, Frequency and Impact! Dela Quist Conrad A	The Digital-Physical Connection: From Nike Chalkbot to Prius Roller Coaster Eamae Mirkin Marquette VII	Developing a Best Practices Approach to Social Media Measurement Chuck Hemann Conrad B & C	Learning from Luther: Mastering the Second Mobile Revolution (by Looking Back at the First) Kris Layon Symphony III	Nonprofit + Partners = Innovation for Social Good Jesse Stremcha Marquette I & II	Getting to the Top of the Charts with LinkedIn and Social Media Mike O'Neil Lori Ruff Salon G	10 Years into the Consumer Revolution James Bailey Marquette III & IV	Rethinking User Research and Usability Testing for the Social Web Dana Chisnell Symphony I & II
4:00 - 5:00 pm	The Art + Science of Using Stories to Influence Decisions Colleen Jones Salon F	She-conomy – Why and How to Effectively Market to Women in Today's Economic Climate Stephanie Holland Salon E	Privacy and Audience Creation for E-commerce Companies Alan Chapell Conrad A	Does the iPad Mean Business as a Productivity Device? You Betcha. Julio Ojeda-Zapata Marquette VII	How to Make the Future of Search + Social Marketing Work for You Rand Fishkin Conrad B & C	Unleashing the Marketing Power of Mobile Barcodes Jane McPherson Symphony III	Reinventing Charity Paul Young Marquette I & II	Microsoft and the Business of Social Media Umang Shah Chris McLaren Salon G	Is Your Data Lying to You? Maggie Shea Marquette III & IV	Keynote Kung-Fu: Streamlining Your Design Workflow With Keynote Travis Isaacs Symphony I & II
5:00 - 8:00 pm	Gage Happy Hour									

10th Annual MIMA Summit

Tuesday, October 11

12:00 - 1:00

REGISTRATION

1:00 - 2:45

BLENDING CONTENT STRATEGY AND INFORMATION ARCHITECTURE

Boon Sheridan

Room: Conrad A

DESIGNING FOR MOBILE

Kris Layon

Room: Conrad C

**MAKING HAPPY GOOGLEBOTS!:
OPTIMIZING RETAIL SITES FOR SEARCH INDEXATION**

Peter Quale

Room: Conrad D

TBA

Lori Ruff & Mike O'Neil

Room: Conrad B

3:15 - 5:00

BEYOND TRAFFIC IN GOOGLE ANALYTICS

Jeff Sauer

Room: Conrad D

**COMMUNITY MANAGEMENT:
DEVELOPING A SOCIAL BUSINESS STRATEGY**

Lisa Grimm & Bridget Jewell

Room: Conrad A

GOOD TOUCH/BAD TOUCH: THE NEW WORLD OF MOBILE

Courtney DeaKyne, Jamey Erickson & Jesse Ross

Room: Conrad C

MAKING SENSE OF DATA

Dana Chisnell

Room: Conrad B