

# Driving Digital Engagement @ University of Phoenix

At the convergence of marketing and technology is an ever-evolving digital landscape. Brands that embrace new marketing technologies and a digital-first approach are better positioned to fully leverage the opportunities and potential of this space, engaging consumers to build a relationship with the brand across any channel or device.

At this exclusive members-only conference, learn how top marketers are driving deeper consumer engagement with their brands in areas including performance marketing, digital display, social media, SEO, streaming content, and customer experience in the digital space. Hear successful case studies, explore emerging trends and technologies, and enjoy peer-to-peer networking with client-side marketers from a range of industries. This one-day event is critical for any marketer seeking insights, best practices, and lessons learned in driving digital engagement.

## **WHEN:**

**Start:** Tuesday, February 5, 2019 at 8:15am

**End:** Tuesday, February 5, 2019 at 3:00pm

## **WHERE:**

University of Phoenix  
4025 S. Riverpoint Pkwy  
Phoenix, AZ 85040

## Agenda

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TIME	EVENT DETAILS
8:15am	<b>Breakfast</b>
9:00am	<b>General Sessions Begin</b>

TIME	EVENT DETAILS
9:10am	<p data-bbox="354 289 1276 363"><b>THE HONDA SHOPPING BOT - THE STRATEGY, EXECUTION AND CHALLENGES OF CREATING A CHATBOT</b></p> <p data-bbox="354 409 1406 663">With shoppers wanting more control, on-demand results and trust with their shopping experiences, learn why a chatbot could be the right solution for your brand. RPA's VP Strategic Planning Director, Rich Bina and Digital Account Supervisor, Kira Sullivan, will share their work on the strategy, implementation and learnings from the Facebook Messenger Shopping Bot, providing insight on the steps they took to create the bot and share best practices from the experience.</p> <p data-bbox="354 695 1105 762"><b>Rich Bina</b> Vice President, Strategic Planning Director RPA Advertising</p> <p data-bbox="354 806 911 873"><b>Kira Sullivan</b> Digital Account Supervisor RPA Advertising</p>
9:55am	<p data-bbox="354 957 1341 1031"><b>THE STORY BEHIND SOFI'S TINY KITCHEN VIRAL VIDEO: CREATING ENGAGING CONTENT ON A LIMITED BUDGET</b></p> <p data-bbox="354 1077 1390 1289">What's the point of making social media videos if no one engages with them? In this session, we'll talk about how to build video programs for your brand that not only delights your audience, but also convinces them to buy - yes you can do both. We'll talk about the science behind "virality" and how to implement an internal strategy to get people sharing your content with their communities.</p> <p data-bbox="354 1320 708 1388"><b>Christine Zalocha</b> Brand Marketing Consultant</p>
10:40am	<p data-bbox="354 1463 691 1497"><b>Networking Coffee Break</b></p>

TIME	EVENT DETAILS
11:05am	<p data-bbox="354 296 1019 327"><b>DRIVING ORGANIC TRAFFIC WITH SEO in 2019</b></p> <p data-bbox="354 373 1401 583">Search engine optimization is an essential part of any brand’s digital strategy. Marketers who can master the basics and embrace applications in new areas and emerging technologies such as video content and voice search can continue to drive organic traffic for years to come. In this session, Ben Holland will share tips and best practices to better optimize your site in 2019.</p> <p data-bbox="354 615 992 684"><b>Ben Holland</b> Digital Marketing Manager Arizona Science Center</p>
11:55am	<p data-bbox="354 762 488 793"><b>Luncheon</b></p>
12:55pm	<p data-bbox="354 846 1360 877"><b>ARIZONA LOTTERY CASE STUDY: MARKETING ON A SMALL BUDGET</b></p> <p data-bbox="354 919 1344 989">In this session, hear how a multi-level media campaign was used to penetrate the market and increase sales for the Arizona Lottery, all on a small budget.</p> <p data-bbox="354 1020 737 1089"><b>Scott Harkey</b> Managing Partner OH Partners</p>
2:30pm	<p data-bbox="354 1161 695 1192"><b>Conference Adjournment</b></p>