



USTOA DIGITAL MARKETING ACADEMY

January 23, 2019

New York Marriott Marquis Times Square

Manhattan Room, 8th Floor

7:30 – 8:30 Registration and Breakfast

8:30 – 9:15 **Breakfast with Google: *Winning Tomorrow's Traveler in an AI First World*** with Dougal McKenzie, Head of Industry, Travel

9:30 – 11:45 Digital Marketing Sessions...concurrent session options:

Track A (Manhattan Room) with Ross Evans, Vice President, Redpoint: for front line marketing staff who execute day-to-day initiatives as well as help craft strategy

- **9:30 – 10:30 Effective Email Marketing:** Well-designed emails are engineered to drive engagement and to work across varied email clients. And, the best practices don't stop at the visual elements...copy voice, subject lines, call-to-actions, and pre-headers all work with the visual elements to create a cohesive design that drives results. In this session we'll dissect the latest trends, discuss measuring ROI along with best practices to reveal tips that will truly make your email campaigns a success.

Track B (Wilder Room 4th floor) with Chris Miranda, Principal, Redpoint: for senior managers/executives, from director to chief marketing officer, who are responsible for high level goal and strategy development, and marketing budget

- **9:30 – 10:30 Social Influencers: Holy Grail or Fool's Gold?:** Social influencers are often self-proclaimed and not always legit, so it's essential to evaluate each opportunity, set parameters, establish goals, and (most important) take risks. But first...you must decide if working with social influencers is the right marketing match for your brand. In this session, you'll get all the facts necessary to cultivate your own informed point of view, and you'll come away with clear evaluation tools to approach the process with more confidence.

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- **10:45 – 11:45 Auditing Your Digital Marketing Ecosystem:** You don't have to be a website developer or information technology wizard to stay one step ahead of your digital marketing ecosystem's health. With regular audits you can learn to make incremental website enhancements that prevent small issues from turning into big

ones while maximizing campaign performance. In this session we'll show you a practical, step-by-step method for auditing your website, social media channels, email marketing, and more.

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- **10:45 – 11:45 How to Spend Your Marketing Budget Wisely:** Establishing a smart, effective budget is more than just counting clicks for your ROI, and in this session, we'll bring some clarity to the choices you must make and discuss how to shed bad spending habits that sabotage your budget year after year.

Manhattan, Room 8th Floor

12:00 – 12:45 **Lunch**

12:45 – 1:30 ***How Sound Impacts the Way We Think, Feel and Buy*** with Kristen Lueck, Head of Strategy and Partnerships, Man Made Music

1:45 – 3:00 ***Future of Branded Video Content*** with Butter Works Chief Executive Officer Paul Greenberg and Chief Creative Consultant Vince Peone

3:15 – 3:45 ***Long Haul Travel in a Digital World***, USTOA Group Travel Research presented by Julie Averay-Cuesta, Senior Vice President Destination Services, Myriad Marketing

4:00 – 4:45 ***Tying It All Together: Now What?*** with Chris Miranda

5:00 – 6:00 **Cocktail Reception** in the Broadway Lounge Bar, 8th Floor

USTOA Contact:

Luis Maravi, Director of Membership & Programming

membership@ustoa.com

Cell # 973-687-2456