

DIGITAL MARKETING CONFERENCE

Explore the latest in digital marketing strategy with industry leaders from Ben & Jerry's, HubSpot, Timberland, Wistia and over a dozen regional experts at the UNH Digital Marketing Conference.

Thursday, May 11 & Friday, May 12, 9:00 a.m. to 4:00 p.m. | Sheraton Harborside Hotel, Portsmouth
\$379 (\$409 if registering after April 21) | Breakfast, Lunch, Parking & Conference Materials Included, 1.2 CEUs, CRN 217176

Learn current trends, tools and tricks across the digital marketing spectrum from social media, inbound marketing, advertising, mobile, video, and beyond! Whether it's building your brand, creating customer loyalty, increasing sales, or improving leads, this two-day digital immersion will give attendees actionable insights and key strategies to produce more productive outcomes.

Digital • Social Media • SEO • PPC • CRM • Video • Inbound Marketing • Mobile • Website Design • Analytics

FEATURED SPEAKERS



Kate Paine

US Digital Marketing Manager, Ben & Jerry's
Hear how Ben & Jerry's prioritizes corporate social responsibility and activism in their marketing campaigns.



Alec Newcomb

CEO, Indri
The Vermont native will be sticking to his New England roots with his presentation, The Yankee Marketer: Frugal Tactics for Your Digital Marketing.



Frank Hwang

Senior Manager – Digital Marketing & Paid Media, Timberland
Frank will share The Role of Digital Integration Across Paid, Owned and Earned Media.



Kyle Lacy

Vice President of Marketing, OpenView
Kyle wonders if marketing is dead! He'll tell you Why Technology is Changing the Way We Think, Buy and Communicate.



Rich Nadworney

Principal, Empatico
With a focus on human-centered design, Rich will convince you that Design is Your Customer Superpower.

Hear from over a dozen regional experts on topics in all areas of digital marketing:

Aligning Marketing and Sales in Your CRM

Kyle Jepson, Inbound Sales Professor, HubSpot

Leveraging Video in Your Marketing

Johan Silberg, Solutions Coach, Wistia

5 Ways Digital Marketers Must Evolve or Die

Chris Getman, Director of Digital Marketing, Vital Design

How Local SEO Works in 2017

Marlana M. Trombley, Digital Marketing Consultant, Vital Design

Developing an Integrated PPC & SEO Strategy

Brendan Flavin, Vice President & Director of Digital Strategy, Swell Media

Growth Driven Design: A Smarter Approach to Website Design

Fred & Stacey Schall, Co-Owners, Schall Creative

5 Ways to Really Succeed with Inbound Marketing

Linda Fanaras, President & Melissa Jean, Inbound Marketing Manager Millennium Integrated Marketing

Getting from "Like" to "Buy": How To Win With Social Media Advertising

Melissa Albano-Davis, Founder & President, Grapevine Marketing

7 Smart & Simple Content Marketing Strategies

Charlene DeCesare, CEO, Charlene Ignites

Stay in Historic Downtown Portsmouth Harbor Views and Local Charm



Make the most of your trip to the New Hampshire Seacoast by spending the Digital Marketing at the Sheraton Harborside Hotel, right in the heart of downtown Portsmouth. Receive a discounted room rate of just \$169 per night by visiting learn.unh.edu/digitalmarketing or call the Sheraton directly at (866) 716-8134 and tell them you're coming for the UNH Digital Marketing Conference. Rooms are limited, so make sure to make reservations in advance.



For more information and to register online, visit:
learn.unh.edu/digitalmarketing