

# Louisville Digital Association's 6th Annual Digital Media Summit presented by Brown-Forman & Bellarmine University's School of Communication

Improve your business and marketing through technology

October 16, 2014 | Frazier Hall, Bellarmine University, Louisville, Ky.

## TENTATIVE AGENDA - SUBJECT TO CHANGE

8-8:30 a.m.	Networking, Breakfast, Set-up	
8:30 a.m.	Introductions	Jason Falls
8:40 a.m.	Opening Keynote 40 minutes + 10 minutes Q&A	TO BE ANNOUNCED
9:30 a.m.	Communicating at the right time, right channel and right situation in a crisis 40 minutes + 10 minutes Q&A	Dr. Karen Freberg University of Louisville
10:20 a.m.	Break	
10:30 a.m.	The Mobile Commerce Revolution 40 minutes + 10 minutes Q&A	Tim Hayden & Tom Webster TTH Strategy   Edison Research
11:20 a.m.	Paid Advertising In Facebook, How PPC Ninja's Really Work 30 minutes + 10 minutes Q&A	Jason Brown Founder, SERPWoo
12:00 p.m.	Lunch	
1:00 p.m.	Bellarmine School of Communication 20 minutes	Dr. Lara Needham Bellarmine University
1:20 p.m.	5 Technology Trends Disrupting Behavior 40 minutes + 10 minutes Q&A	Kyle Lacy Salesforce Exact Target Marketing Cloud
2:10 p.m.	10 Professional Writing Secrets 30 minutes + 10 minutes Q&A	Erik Deckers ProBlogService
2:50 p.m.	Break	
3:00 p.m.	Your Brand, Your Brain 40 minutes+ 10 minutes Q&A	Julia Roy Co-Founder, Workhacks
3:50 p.m.	What Didn't We Learn? 30 minute discussion & Q&A	Speaker Panel Jason Falls, Moderator
4:20 p.m.	Closing	