

SPONSOR-HOSTED ROUNDTABLES - Choose 2 to attend

First Session runs from approx. 4:20pm-4:50pm

Second Session runs from approx. 5:00pm-5:30pm

Table #	Category	Company	Topic	Moderator	Co-Moderator
1	Acquisition Strategies	Anchor Computer	Prospect Databases	Tom E. Smith, VP Enterprise Solutions	
2	Acquisition Strategies	Mediabids	Using online and offline affiliate mktg	Jessica Greiner, Marketing Director	
3	Acquisition Strategies	Media Horizons	How 1+1= 3- proven channel strategies	Claire Carpenter, VP Account Management	
4	Agile Marketing	QuickPivot	Marketing Goes Agile – What every brand should know about the future world of Agile Marketing	Paul Mandeville, Chief Product Officer	
5	Channel Integration	RedPoint Global, Inc.	Can You Top This? Achieving Over-the-Top Campaign Results with Channel Integration	Thomas Kaczmarek, Regional Sales Manager	Ann McCarten, Director, Product Marketing CMP
6	Channel Integration	CohereOne	Use your website browsing data to optimize mailings	Jude Hoffner-VP Digital Products	
7	Channel Integration	Web Decisions	Bring Offline and Online In-line	Jim Calhoun - VP Sales	
8	Creative	J.Schmid	Let's discuss the age-old debate: Brand vs. Selling!	Brent Niemuth, VP	
9	Customer Profiling	Infogroup Media Solutions	Times have changed and so has your customer. Let's crack that code together.	Susan Darling, SVP B2C List Brokerage	Amy Fusco, SVP B2C List Management
10	Data Modeling	Epsilon	Eluding the big data trap: Focus on small data	Jackie Marquis, SVP of Data Sales	
11	Digital/Facebook	LiftEngine	User demographics across channels; How big of a part does mobile play? Why are Facebook ads so successful? What types of ads do customers engage with the most? What makes a great Facebook	Keith Huntoon, President & Co-Founder	

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12	Digital Marketing	Wiland	Cracking the Code on Digital: Direct Marketing Best Practices That Drive Digital Success	Tom Murray, EVP Client Services	
13	Mail Entry Roadmap	BCC Software	Opportunities Presented by Upcoming USPS Changes	Scott Benzie, National Account Executive	
14	Online Advertising - Paid Search	Bright Cloud Marketing	Major Changes with Search Engines - Minor or Major Changes Needed in Your Programs?	Karen Jordan, President	
15	Print & Branding	Sappi North America	A Communicator's Guide to the Neuroscience of Touch: Haptic Brain, Haptic Brand	Katherine Fernstrom, Publishing Sales	Laura Brosius, Major Market Manager
16	Search	Adlucent	Moving from product to people-focused paid search	Grant Rosenfeld, Business Development Director	
17	Website	Brann & Isaacson	Is Your website accessible to customers with disabilities?	Peter Lowe, Lawyer	Nat Bessey, Associate
18	Website	KalioCommerce	Rigidity Isn't Sticky, Why Website Momentum Drives Customer Engagement	Craig Samford, Director	
19	Postal Promotions	The Dingley Press	2016 Postal Promotions – How to save money on your postage costs!	Rob Nowak, Director of New Technology	
20	Acquisition Strategies	Paradysz+PM Digital	Acquisition Sourcing Strategies That Deliver Increased Performance, Lower Costs & Incremental Universe	Jaime Strom, Vice President of Strategic Solutions	