DAY 1: NOVEMBER 29TH

Video Marketing Track Schedule

LIVE SESSIONS:

Video Marketing Keynotes

12:00 PM ET
Mila D’Antonio
PRINCIPAL ANALYST — OVUM RESEARCH
Rise of the Video-Enabled Business: What it Means and How to Prepare

1:00 PM ET
George B. Thomas
SPAKER & INBOUND JEDI — THE SALES LION
Just Do It: Video Production 101 for ANY B2B Marketer

2:00 PM ET
Michael Margolis
CEO — METFORMED
Storytelling with Video: Creating a Narrative to Disrupt and Drive Action

3:00 PM ET
Laura Ramos
PRINCIPAL ANALYST — FORRESTER
A Blueprint for Successful B2B Video Marketing

4:00 PM ET
Tyler Lessard
VP OF MARKETING — VIDYARD
5 Ways to Wow and Boost Conversions with Creative Video Experiences

ON-DEMAND:

Video for Demand & Social

Video in Demand: Using Video for More Effective Lead Gen and Nurturing
Jodi Cerrutani
Director of Demand Generation — Vidyard

How to Generate Leads from Video Using Vidyard’s Interactive Player
Stephanie Yi
Solutions Consultant — Vidyard

Get [Name]’s Attention: Using Personalized Video to 3x Audience Engagement
Moderator: Tyler Lessard
VP of Marketing — Vidyard
Panelist: Derek Rider
CEO — Media One Creative Inc.
Panelist: Brian Maschler
Chief Creative Officer — Bulldog Solutions

Video and Social: How to Use Video on YouTube and Social to Drive Results
Rachel Neff
Digital Strategist — Funnelbox

ON-DEMAND:

Video in B2B Strategy

Hot Off the Press! B2B Video Trends, Benchmarks and Success Factors
Jerry Rackley
Chief Analyst — Demand Metric

From Tactical to Strategic: Our Path to B2B Video Marketing Maturity and ROI
Michael Ballard
Sr. Manager, Digital Marketing — Lenovo

Calling All Agencies! How to Deliver Revenue-Generating Services for B2B Video
Greg Kally
Channel Program Manager — Vidyard

The CMO’s Perspective: What’s Hot and What’s Not for 2018
Moderator: Jeff Loeb
CMO — Vidyard
Panelist: Brian Kardon
CMO — Fuze
Panelist: Meagen Eisenberg
CMO — MongoDB
Panelist: Justin Shriber
VP of Marketing — LinkedIn

How To Package Video With Other Content To Move Buyers Forward
Cassandra Jowett
Director of Content Marketing — LookBook HQ

ON-DEMAND:

Video Content & Creating

Attention Hacks: Proven Ways to Use Video to Accelerate Pipeline
Todd Hartley
CEO — WinBuzz

10 Impactful Ways to Use Video Throughout the B2B Buyer’s Journey
Jeremy Pryor
CEO — Epipheo

Agile Video in B2B: How to Scale Your Content, Not Your Budget
Michael Valverde
Content Marketing and Corporate Communications — Valverde & Stiles

Key Ingredients of a Killer Customer Story Video
Tim McManus
Principal — Hed Hi Media
Day 2: November 30th

Selling with Video Track Schedule

**Live Sessions:**

**Video Selling Keynotes**

**12:00 PM ET | Panel Discussion**

Moderator: Tyler Lessard  
VP of Marketing — Vidyard

Panelist: Trish Bertuzzi  
President & Chief Strategist — The Bridge Group Inc.

Panelist: Ralph Barsi  
Global Inside Sales Leader — ServiceNow

Panelist: Jamie Shanks  
CEO — Sales for Life

Quota Crushers: Secrets of Success from Top Performing B2B Sales Teams

**1:00 PM ET**

John Barrows & Morgan Ingram  
JBarrows Sales Training

Adding Personal Video to Your Sales Cadence: What, Why and How?

**2:00 PM ET**

Jill Rowley  
Social Selling Strategist — Socialselling

SalesTech: Bright Shiny Objects (and what you need to know)

**3:00 PM ET**

Ryan Vitello  
SDR Manager — Terminus

How Our SDRs Tripled Response Rates with Personal Video Messaging

**4:00 PM ET**

Doug Davidoff  
Founder & CEO — Imagine Business Development

Proven Ways to Use Video Throughout the Deal Cycle to Boost Close Rates

**On-Demand:**

**Selling Sessions**

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<td>How to Generate Leads from Video Using Vidyard’s Interactive Player</td>
<td>Stephanie Yi</td>
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<td>How to Crack Into that Key Account with Hyper-Targeted Prospecting</td>
<td>David Dulany</td>
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<td>Lights, Camera, Action! Video Creation 101 for ANY B2B Sales Rep</td>
<td>George B Thomas</td>
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<td>Your Personal Video Brand: How to Be Great On Camera</td>
<td>Meaghan Corson</td>
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<td>3 Strategies to Improve Sales Strategy</td>
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<td>How We Use Video to Double Our Sales Lead Conversion Rate</td>
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