

PRACTITIONER PRESENTATIONS SCHEDULE - FRIDAY, May 5

- 8:30 - 9:00 am** **Registration, Breakfast & Networking**
- 8:55 - 9:05 am** **Steve Kelly Co-Director, DePaul University**
Welcome with Interim Dean of DePaul University
Driehaus College of Business , Misty Johanson, PhD
- 9:05 - 9:55 am** **Ron Jacobs, President, Jacobs & Clevenger**
The differences between customer loyalty and customer rewards
- 10:00 - 10:55 am** **Steve Krull, President, BeFoundOnline, LLC**
Digital Strategy Best Practices
- 11:00-11:55 am** **Andy Skretta, Senior Account Executive, Google**
Micro-moments: How Digital and Mobile have changed consumer expectations and behavior
- 12:00-12:15 pm** **LUNCH BREAK**
- 12:20- 1:00pm** **Lunch Speaker | David Dowgiello, Client Partner, Twitter**
- 1:00 - 1:55 pm** **Pete Brand, CEO, Mindscape Solutions**
Inbound Marketing
- 2:00 - 2:55 pm** **Beau Davis, VP Customer Solutions, Verve**
The State of Video Solutions
- 3:00 pm** **Closing Remarks and Evaluations**

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