



Saturday, January 17, 2015

4:00 pm - 8:00 pm

Early Check-In

Paris Foyer

Come by Saturday evening to pick up your badge and attendee bag so you can enter immediately on Sunday when the show opens!

Sunday, January 18, 2015

8:00 am - 6:00 pm

Check-In

Paris Foyer

Pick up your conference badge and attendee bag, and get started with Affiliate Summit.

9:00 am - 12:00 pm

Exhibitor and Sponsor Badges Only

Meet Market Table Setup

Paris Ballroom - Concorde ABC

Companies with tables in the Meet Market on the Sunday afternoon of Affiliate Summit can setup their booths during this period.

8:00 am - 6:00 pm

Exhibitor and Sponsor Badges Only

Exhibit Hall Booth Setup

Paris Ballroom - Rivoli ABC

Companies with booths in the exhibit hall on the Monday and Tuesday of Affiliate Summit can setup their booths during this period.

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|---------------------|--|--|---|---|
| 8:00 am - 6:00 pm | Refuel, Rendezvous & Refresh Room Paris Ballroom - Vendome C All attendees are welcome to grab some coffee or tea and take advantage of the tables and WiFi to have meetings, catch up on work or simply take a break. | | | |
| 10:00 am - 10:30 am | First Timers Orientation for Affiliate Summit Versaille Ballroom 1 & 2 Shawn Collins, Co-Founder, Affiliate Summit All first-time attendees are welcome to join Affiliate Summit Co-Founder Shawn Collins for tips and advice for getting the most out of your time at Affiliate Summit. | | | |
| 10:00 am - 12:00 pm | Affiliate Program Showcase Paris Ballroom - Vendome A This is a chance for affiliates to discover the affiliate programs available to them. Attendees with a badge type of Advertiser, Affiliate Management, OPM/Agency or Network will have a chance to claim one roundtable and camp out at it. There will be limited tables, so it's first come, first serve. After claiming a table, Advertiser, Affiliate Management, OPM/Agency or Network attendees can put out business cards, pamphlets, etc. | | | |
| 11:00 am - 12:00 pm | Networking Plus, VIP and All Access Pass Holders Only 1a - A Step-by-Step Plan to Earn \$100 a Day in Passive Income Champagne Ballroom 1 James Martell, Founder, The School of Internet Marketing A visually-rich presentation detailing 5 tips for choosing profitable topics, 5 traffic building strategies, 1 often overlooked strategy to build a massive list & 10 tips to get on the fast track. | Networking Plus, VIP and All Access Pass Holders Only 1b - Pro Email Marketing Tips (Non Bulk Email) Champagne Ballroom 4 Jeremy Schoemaker, President, Market Notify In this session I will show the key tips and tricks that I have used to sell over 50 million dollars worth of my own and other people's (as an affiliate) products and services, and much more. | Networking Plus, VIP and All Access Pass Holders Only 1c - How to Optimize WordPress Like a Super Affiliate Versaille Ballroom 1 & 2 Syed Balkhi, Founder, WPBeginner David Vogelpohl, CEO, Marketing Clique Are you an affiliate using WordPress? Watch WordPress personalities Syed Balkhi & David Vogelpohl share pro tips for promoting and optimizing affiliate offers using WordPress. Don't miss this session! | Networking Plus, VIP and All Access Pass Holders Only 1d - 20 of the Most Effective Strategies in Digital Marketing Versaille Ballroom 3 & 4 Evan Weber, CEO, Experience Advertising I will be covering 20 of the latest trends, tools, companies, softwares, and strategies in digital marketing, affiliate marketing and social media. |
| 12:00 pm - 6:00 pm | Press Badges Only Press Room Bordeaux The Press Room is an area reserved credentialed Press only to grab some desk space, blog, interview, relax, and network. | | | |
| 12:00 pm - 6:00 pm | Meet Market Paris Ballroom - Concorde ABC Affiliate Summit kicks off with an extended session of structured, face to face networking. Merchants will have tables set to meet with affiliates to discuss their affiliate programs and cut deals. Vendors that cater to affiliates and merchants will also have tables to share information about their products and services. Each table is a meeting spot for teaching, learning, closing deals, creating partnerships and finding new opportunities. This event is open to all pass types. | | | |
| 12:30 pm - 1:30 pm | VIP and All Access Pass Holders Only | VIP and All Access Pass Holders Only | VIP and All Access Pass Holders Only | VIP and All Access Pass Holders Only |

2a - Conversion Mythbusting

Champagne Ballroom 1

Tim Ash, CEO, SiteTuners

There are many common myths that are circulating among digital marketing professionals. Break through and dispel them with common sense, and watch your profits skyrocket!

2b - Case Study: Drinking Wine and Making Money (The Full Monty)

Champagne Ballroom 4

Tricia Meyer, Owner and CEO,

Sunshine Rewards

Eric Nagel, President, Eric Nagel & Associates, Inc.

Todd Farmer, CEO, Performstreet Media

How 3 friends turned a Mastermind Group into a profitable business.

We tell all: from technology to content creation to outsourcing to revenue. Learn how you, too, can build a profitable niche site.

2c - Rise of the Six Figure Blogger - Will You Join Us?

Versaille Ballroom 1 & 2

John Chow, Titles Are For Wimps,

John Chow dot Com

Zac Johnson, CEO, MoneyReign Inc

John Rampton, President, Adogy

Matthew Woodward, Owner,

MatthewWoodward.co.uk

With over 35 cumulative years of experience and success in online marketing & blogging, this panel of experts will dive deep into what it takes to grow your blog, brand and business to the next level.

2d - You Suck! Prevent & Address Negative Customer Feedback

Versaille Ballroom 3 & 4

Bhavik Modi, Owner,

Inkdatabase.com

James Thompson, Co-Founder,

Daft Labs, LLC

Sean Steinmarc, Founder, psGive

Nathan Smith, President, Zynali

Incorporated

Customers air frustrations publicly via social media, reviews, etc.

Mishandling them hurts your reputation. Gain tips to prevent &

address issues, turning negative

experiences into positive outcomes!

1:00 pm - 3:00 pm

VIP and All Access Pass Holders Only

VIP & All Access Passholders Snack Break

Paris Ballroom - Vendome A/B

Take a break from the networking and education for some snacks and drinks in a relaxed networking environment. *(Snack Tickets are also required.)*

2:00 pm - 2:18 pm

VIP and All Access Pass Holders Only

3a - Develop a CRO & Testing Strategy - Convert Traffic Into Sale

Champagne Ballroom 1

Justin Rondeau, Conversion

Optimization Manager, Digital

Marketer

If you aren't testing, you're leaving money on the table. In this session you'll learn how to identify pages, forecast, measure effectively, and see real-life case studies to give you new test ideas.

VIP and All Access Pass Holders Only

3b - Missed Opportunities to Monetize Your Site

Champagne Ballroom 4

Adam Riemer, President, Adam

Riemer Marketing

Learn where you could be making

money with your website, blog,

newsletter, rss feed and even social

sharing buttons. This session helps

you to make money & helps

merchants make more with

affiliates.

VIP and All Access Pass Holders Only

3c - Mobile Marketing & Pay Per Call: The New Face of Paid Search

Versaille Ballroom 1 & 2

Ron McKinney, Director of

Business Development,

mobileFUSED

Have you successfully transitioned

to mobile paid search? If not, you

are missing the chance to tap into

the mobile market – and generate

more \$\$\$\$. Learn how to jump in to

mobile marketing feet first.

VIP and All Access Pass Holders Only

3d - Advanced Social Media: 30 Tricks & Tools to Save You Time

Versaille Ballroom 3 & 4

Ashley Coombe, Marketing

Director, Prosperent

Walk away with my favorite

advanced social media techniques

and tools that you can start using

today to increase engagement,

grow your audience, get more

traffic, and increase your

commissions.

| | | | | |
|-------------------|--|---|---|---|
| 2:30 pm - 2:48 pm | <p>VIP and All Access Pass Holders Only</p> <p>4a - Does (Affiliate Program) Size Matter?</p> <p>Champagne Ballroom 1</p> <p>Cristian Miculi, Sr. Manager, Affiliate Services, Avangate</p> <p>Is more always better when it comes to the number of affiliate networks you're working with? Learn to drive an affiliate program to success: find incremental value, grow it, consolidate it.</p> | <p>VIP and All Access Pass Holders Only</p> <p>4b - Automate, Outsource, and Free Yourself to Grow Your Business</p> <p>Champagne Ballroom 4</p> <p>Scott Jangro, Founder, Shareist.com</p> <p>Are you spending time on the right things? Learn which of your marketing you can automate and outsource and what you should spend your own time on to grow your business and make more money.</p> | <p>VIP and All Access Pass Holders Only</p> <p>4c - Tools for Mobile Media Buying</p> <p>Versaille Ballroom 1 & 2</p> <p>Mike Buechele, Founder, Adalytical</p> <p>An overview of how mobile media buying works and the tools needed to be successful. I'll look at adserving, tracking, and optimization, with some bonus tools that I use.</p> | <p>VIP and All Access Pass Holders Only</p> <p>4d - Understanding Profitability in the Affiliate Space</p> <p>Versaille Ballroom 3 & 4</p> <p>Paul Schroader, President, PS Web Solutions, Inc.</p> <p>An in-depth look at metrics and profitability. Learn the importance of running detailed profit analysis reports.</p> |
| 3:00 pm - 3:18 pm | <p>VIP and All Access Pass Holders Only</p> <p>5a - Strive for Inbox Zero and Unclutter Your Business Mind</p> <p>Champagne Ballroom 1</p> <p>Shawn Collins, Co-Founder, Affiliate Summit</p> <p>Learn efficiency methods from Shawn Collins that he uses to keep his email inbox at little or no emails, which helps him to be highly productive.</p> | <p>VIP and All Access Pass Holders Only</p> <p>5b - Behavior Technology and Lead Gen Programs: Working in Tandem</p> <p>Champagne Ballroom 4</p> <p>Vinayak Ahuja, Business Development Director, Jungle Media</p> <p>Learn how to take advantage of accessible technologies to track leads generated by your partners and excite them with a program that offers additional value on improved conversion rates.</p> | <p>VIP and All Access Pass Holders Only</p> <p>5c - Battle of the Email Offer Types: CPL vs. CPM</p> <p>Versaille Ballroom 1 & 2</p> <p>Daryl Colwell, SVP, Matomy USA</p> <p>CPL or CPM email: the decision isn't easy. We'll look at pros and cons of both offer types, and provide best practices and tips on how to maximize revenue no matter which email offer type you run.</p> | <p>VIP and All Access Pass Holders Only</p> <p>5d - Predicting The Future of Business</p> <p>Versaille Ballroom 3 & 4</p> <p>Duane Forrester, Sr. Product Marketing Manager, Microsoft</p> <p>Predicting what trends are changing consumer behaviors is a powerful skill. This session will review emerging technologies & look at how they could impact consumers & businesses in the next few years.</p> |
| 4:00 pm - 5:00 pm | <p>Open to All Pass Holders</p> <p>Ask the Experts Roundtables</p> <p>Paris Ballroom - Vendome A/B</p> <p>Jon Levine, Director of eCommerce, All Inclusive Marketing</p> <p>Deborah Carney, Consultant, BookGoodies/Team Loxly</p> <p>Michael Coley, Founder, Amazing-Bargains.com</p> <p>Vinny O'Hare, President, Vincent O'Hare Consulting</p> <p>Emily Vanek, Owner/Editor, ColoradoMoms.com</p> <p>Anne Parris, Managing Partner, Midlife Boulevard</p> <p>Kelly Whalen, CEO, Whalen Media, LLC</p> <p>Anna Jefferis, Director, Strategic Development, Invoca</p> | | | |

Handpicked experts will handle topics in their specialty, and conduct chats, answer questions and share opinions during this networking and education session.

- **10 Tools You Should Be Using To Automate Your Social Media** (Vinny O'Hare): Automate some of your social media. I will show you 10 sexy tools that will get your social media automated and provide quality information to your fans and get them into your sales funnel quicker.
- **The Best Tools for Business Management** (Kelly Whalen): Brands and bloggers will learn management tools to help stay organized, on task, network, and followup.
- **How to Utilize a Book to Get Website Traffic and Leads** (Deborah Carney): Books bring traffic and leads to your website plus raise your level of authority in your topic. Publishing eBooks or Print is free & not hard. Bring your book idea & I'll help you get started.
- **It's Still About Providing Value** (Michael Coley): Techniques change. Tools change. New challenges arise. But success as an affiliate still boils down to one thing... providing value, both to consumers and to merchants.
- **Monetizing a Niche** (Anne Parris): Building a community, and finding and promoting products that do well with a niche.
- **Pay Per Call 101: How to Drive Leads and Revenue with Calls** (Anna Jefferis): Calls convert 10x more than clicks, and mobile users are driving billions of inbound calls. Learn how to track calls like clicks, to get offline attribution and new sources of traffic and revenue.
- **Using Polyvore for Eye Catching Affiliate Roundups** (Emily Vanek): Learn how to create eye-catching roundups and gift guides that incorporate your own affiliate links to boost your pageviews and Pinterest shares by harnessing the power of Polyvore.

5:00 pm - 6:30 pm

Affiliate Badges Only

Blogger Meetup

Burgundy

Missy Ward, Co-Founder & President, Affiliate Summit

Anne Parris, Managing Partner, Midlife Boulevard

Hosted by [Missy Ward](#), Co-Founder of Affiliate Summit and Anne Paris, Managing Partner of MidlifeBoulevard.com, this networking event is specifically for bloggers that are monetizing their blogs using affiliate marketing. There is no agenda, just time for you to meet new blogging friends and catch up with old ones over cocktails.

6:30 pm - 7:30 pm

[\(This event requires a separate registration.](#) Attendees must have an Affiliate Summit Conference badge with "Affiliate" Attendee Type on it.)

Newcomer Program Participants Only

Newcomer Program Meetup

Chablis

The [Affiliate Summit Newcomer Program](#) helps connect first time attendees with Affiliate Summit veterans.

Conference veterans volunteer their time to share their past experience ideas and information to help newcomers optimize their time at the conference. This is an opportunity for those first time attendees and conference veterans to meet. *(You must be enrolled in the Affiliate Summit Newcomer Program to participate in this event.)*

Monday, January 19, 2015

7:30 am - 5:00 pm

Check-In

Paris Foyer

Pick up your conference badge and attendee bag, and get started with Affiliate Summit.

7:30 am - 5:00 pm

Refuel, Rendezvous & Refresh Room

Paris Ballroom - Vendome C

All attendees are welcome to grab some coffee or tea and take advantage of the tables and WiFi to have meetings, catch up on work or simply take a break.

8:30 am - 6:00 pm

Press Badges Only

Press Room

Bordeaux

The Press Room is an area reserved for credentialed press to grab some desk space, blog, interview, relax, and network.

9:00 am - 10:00 am

Exhibitor and Sponsor Badges Only

Exhibit Hall Refresh

Paris Ballroom - Rivoli ABC

Exhibitors may use this time to refresh their booth, catch up with their employees and enjoy a selection of morning pastries and coffee before the Exhibit Hall opens.

9:00 am - 10:00 am

VIP and All Access Pass Holders Only

Buffet Breakfast

Paris Ballroom - Concorde ABC

Buffet Breakfast is open to VIP and All Access pass holders with breakfast tickets only.

10:00 am - 11:00 am

Networking Plus, VIP and All
Access Pass Holders Only

6a - Putting the Brand First, De- Coupling Services & Technology

Paris Ballroom - Vendome A

Todd Crawford, VP, Impact Radius
Robert Glazer, Managing Director,
Acceleration Partners
Brook Schaaf, CEO, Schaaf-
PartnerCentric

Networking Plus, VIP and All
Access Pass Holders Only

6b - Monetization is Not "Selling Out" : Bloggers & Affiliate Mktg

Paris Ballroom - Vendome B

Karen Hoxmeier, COO, FMTC
Brian Littleton, President/CEO,
ShareASale
Keri Lyn Renner, Blogger/Owner,
SheSaved, LLC
Missy Ward, Co-Founder &

Networking Plus, VIP and All
Access Pass Holders Only

6c - Finding a Perfect Fit: Selecting The Best Affiliate Program

Versaille Ballroom 1 & 2

Amy Ely, Sr. Manager, Ecommerce
Marketing, Canada, Under Armour
Karen McMahon, Affiliate
Marketing Strategist, The Affiliate
Whisperer

Networking Plus, VIP and All
Access Pass Holders Only

6d - Affiliate Legal Issues: Three Immediate Action Items

Versaille Ballroom 3 & 4

Sam Engel, Marketing Manager,
BrandVerity
Gary Kibel, Partner, Davis & Gilbert
LLP
Carolyn Kmet, Chief Marketing
Officer, All Inclusive Marketing

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| <p>Jeff McCollum, Consultant Nick Lamothe, Senior Manager, Retention Marketing, Adidas Group, US One-stop shopping was once the gold standard in the affiliate industry. Learn why brands are now seeking more control and separately evaluating independent representation and technology partners.</p> | <p>President, Affiliate Summit In the blogger community, monetization is often viewed as "selling out" or a betrayal of the craft. Our panel of monetization experts, who also happen to be bloggers, will debunk this notion.</p> | <p>Kim Salvino, Director, Client Services, Performance Hoirzon Group Elizabeth Silvermaster, Director of Affiliate Marketing, LeadQual 3 seasoned affiliate managers & an experienced affiliate share the top criteria for choosing best performing affiliate programs. Program types will include CPA, CPC and CPL in a variety of verticals.</p> | <p>Gerri-Lynn Becker, President, The California Wine Club Explore affiliate tax nexus legislation, FTC disclosure requirements and trademark protection in this panel discussion that includes a lawyer, a retailer and a trademark protection specialist.</p> |
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10:00 am - 5:00 pm

Exhibit Hall Open Hours

Paris Ballroom - Rivoli ABC

Meet with a wide selection of affiliate programs, networks, affiliate program managers, and vendors. All attendees are welcome.

11:15 am - 12:15 pm

Open to All Pass Holders

Opening Remarks & Keynote

Paris Ballroom - Concorde ABC

Chad Hymas, President, Chad Hymas Communications, Inc.

Jon Levine, Director of eCommerce, All Inclusive Marketing

12:30 pm - 1:45 pm

VIP and All Access Pass Holders Only

Luncheon Buffet

Paris Ballroom - Concorde ABC

Lunch is open to VIP and All Access pass holders with lunch tickets only.

2:00 pm - 3:00 pm

VIP and All Access Pass Holders Only

7a - 55 Must-Haves in Every Affiliate Manager's Toolbox

Paris Ballroom - Vendome A

Geno Prussakov, CEO & Founder, AM Navigator LLC

Geno will uncover 55 tools that effective affiliate managers use to streamline processes of affiliate recruitment, compliance policing, communication, program optimization, and more.

VIP and All Access Pass Holders Only

7b - Beat The Competition With The Right Intelligence Tools

Paris Ballroom - Vendome B

Greg Shepard, CEO, AffiliateTraction

Max Teitelbaum, COO, WhatRunsWhere

Lori Weiman, CEO, The Search Monitor

Learn how merchants can provide affiliates with the same competitive intelligence that top marketers deploy on paid/organic search & display ads, plus the impact of PLA's on affiliate page rank.

VIP and All Access Pass Holders Only

7c - Smart Remarketing for Maximum Returns

Versaille Ballroom 1 & 2

Sean Dolan, President & COO, Pushfire, Inc

Tim Mayer, CMO, Trueeffect

Learn how to squeeze the most revenue from your retargeting campaigns - and how to find & implement the creative (and revenue producing) opportunities you've been missing out on.

VIP and All Access Pass Holders Only

7d - Creating Unique Partnerships for Publisher Success

Versaille Ballroom 3 & 4

John Toskey, Director, Global, eBay

Oliver Roup, CEO, VigLink

Ethan Davidoff, Vice-President, RiskIQ

Jessica Spira, Sr Director, Business Development, Commerce, Ziff Davis

Learn how new partnership models drive the future of affiliate marketing, as advertisers, networks and publishers work to balance

each party's needs in the quest to optimize earnings for all.

3:30 pm - 3:48 pm

VIP and All Access Pass Holders Only

8a - Full Review of a \$2000/day Facebook Campaign

Paris Ballroom - Vendome A

John Crestani, Founder, Results Driven Marketing

A full reveal behind the Facebook ads, audiences, optimization efforts, ad copy, targeting and offer I used to get a campaign that is making me \$2000 per day. No slides. Just Facebook ads manager.

VIP and All Access Pass Holders Only

8c - Follow the Leaders – A Data Analysis of Top Affiliates

Versaille Ballroom 1 & 2

Or Offer, CEO, SimilarWeb

A deep dive session into the strategies and tactics of the leading affiliates from key selected industries.

VIP and All Access Pass Holders Only

8d - Beyond PPC: Multi Channel Bidding and Traffic Monetization

Versaille Ballroom 3 & 4

Yancy Naughton, Founder,

WantsTraffic
In this session we will discuss how the emergence of alternative traffic bidding platforms has changed the way we do business in both the supply and demand side.

4:00 pm - 4:18 pm

VIP and All Access Pass Holders Only

9a - How To Successfully Run a Dating Campaign on Facebook & POF

Paris Ballroom - Vendome A

Benjamin Louie, Advertising Manager, PlentyOfFish Media

Learn how the top affiliates at PlentyOfFish run their dating campaigns! Gain an insight on things that PlentyOfFish do to acquire users! I've coached \$10/day affiliates to \$1000/day super affiliates!

VIP and All Access Pass Holders Only

9b - How to Leverage Display Advertising Tactics for Success

Paris Ballroom - Vendome B

Jeffrey Reitzen, SVP of Account Management, CDDR Media, a division of CPXi

Pointing to examples of successful campaigns, this session will share display advertising techniques for building better landing pages and using analytics tools to know your competition.

VIP and All Access Pass Holders Only

9c - Pinterest Clinic: Pin Your Way to More Clicks!

Versaille Ballroom 1 & 2

Michelle Held, Owner, MetroNY, LLC

Learn to integrate Pinterest into your marketing strategy. Users are female, educated and affluent! Pinterest now drives 10% of retail site visits. Construct the perfect pin and be re-pinnable.

VIP and All Access Pass Holders Only

9d - Security Doesn't Have to Be a Nightmare

Versaille Ballroom 3 & 4

Mohammed Khonizi, CEO /

President, Panda CashBack LLC

An overview of security risks that affect affiliates and advertisers. Learn how to protect your business from security vulnerabilities.

4:30 pm - 4:48 pm

VIP and All Access Pass Holders Only

10a - Five Disruptive Marketing Predictions for 2015

Paris Ballroom - Vendome A

Victoria Clark, Founder, VictoryRiot

VIP and All Access Pass Holders Only

10b - SEO Link Audit - Advanced Techniques to Protect Your Website

Paris Ballroom - Vendome B

VIP and All Access Pass Holders Only

10c - The Role Nutritional Products Play in Affiliate Marketing

Versaille Ballroom 1 & 2

VIP and All Access Pass Holders Only

10d - Tips from an FTC Pro: How to be Smart and Avoid FTC Hell

Versaille Ballroom 3 & 4

| | | | | |
|-------------------|--|---|--|---|
| | No other industry changes and evolves as fast as marketing, So what will 2015 hold? Explore five disruptive predictions and learn how you can be prepared to make 2015 your best year yet. | Scott Polk, Founder / CEO, Marketing Nomads The Link Audit is an essential part of any SEO strategy. Links & External Factors account for almost 50% of Google's Algorithm and links that used to help could now be hurting your chance to rank. | Jim Gardner, Vice-President, Planet Fulfillment - Private Label Nutra The breakdown of an online nutritional offer and explanation of why health and beauty products work in direct response. Education on liability, manufacturing best practices and how nutra is evolving. | Bill Rothbard, Attorney, Law Offices of William I. Rothbard The FTC is more aggressive and merciless than ever. Anyone in the chain - advertiser, affiliate, network, payment processor - could be its next target. Learn how to avoid an FTC action against you. |
| 5:00 pm - 5:18 pm | VIP and All Access Pass Holders Only 11a - What Is Your Business Worth and What It Might Sell For? Paris Ballroom - Vendome A Jock Purtle, Director, Digital Exits Before selling, you need to determine what it's worth. Jock Purtle of Digital Exits, will provide a detailed analysis of how to value your online business and tips on how to increase it's value. | VIP and All Access Pass Holders Only 11b - SEO Q&A Paris Ballroom - Vendome B Jeremy Palmer, Co-Founder, Coupon Tiger Get real answers to your current SEO problems and challenges live from industry experts. Submit your site to get advice and actionable recommendations to improve your SEO strategy. | VIP and All Access Pass Holders Only 11c - From PC to Mobile: Marketing Tactics that Mimic the Consumer Versaille Ballroom 1 & 2 Ted McNulty, Senior Director Performance Advertising, Millennial Media Consumers are moving from PC to mobile in droves. Don't get left in the dust! Hear how to retarget consumers across screens, maximize conversions and attribution, and avoid common missteps. | VIP and All Access Pass Holders Only 11d - The Convergence of Affiliate Marketing & Social Media Versaille Ballroom 3 & 4 Sal Conca, Founder, Streamline Marketing Affiliate programs should be leveraging social media to find new partners but don't know how. I'll detail best practices, free tools and practical examples for adding incremental sales. |

Tuesday, January 20, 2015

| | |
|--------------------|---|
| 8:00 am - 3:00 pm | Check-In Paris Foyer Pick up your conference badge and attendee bag, and get started with Affiliate Summit. |
| 8:00 am - 4:00 am | Refuel, Rendezvous & Refresh Room Paris Ballroom - Vendome C All attendees are welcome to grab some coffee or tea and take advantage of the tables and WiFi to have meetings, catch up on work or simply take a break. |
| 8:30 am - 4:00 pm | Press Badges Only Press Room Bordeaux The Press Room is an area reserved for credentialed press to grab some desk space, blog, interview, relax, and network. |
| 9:00 am - 10:00 am | Exhibitor and Sponsor Badges Only Exhibit Hall Refresh Paris Ballroom - Rivoli ABC Exhibitors may use this time to refresh their booth, catch up with their employees and enjoy a selection of morning pastries and coffee before the |

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9:00 am - 10:00 am

VIP and All Access Pass Holders Only

Buffet Breakfast

Paris Ballroom - Concorde ABC

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10:00 am - 11:00 am

Networking Plus, VIP and All
Access Pass Holders Only

**12a - The 10 Golden Rules of
Social Media Marketing**

Paris Ballroom - Vendome A

Jay Berkowitz, CEO, Ten Golden
Rules

Digital Marketing experts will share
the 10 most important strategies for
using Social Media for business
and personal brand development.

Networking Plus, VIP and All
Access Pass Holders Only

**12b - Driving Massive Traffic for
Sales & Lead Generation**

Paris Ballroom - Vendome B

JJ Alan, Owner/CEO, Creative
Ventures Media

Ian Fernando, Managing Partner,
Jersey Consolidated

Bryant Hussey, Director of Online
Marketing, Atlantic Coast Media
Group

Derek Lester, CEO, 4thGearMedia
In-depth discussion of various
traffic sources & strategies to drive
massive affiliate sales such as
Facebook, Google, PPC, RTB, and
extending the long tail.

Networking Plus, VIP and All
Access Pass Holders Only

**12c - Actionable Steps to Boost
Your Affiliate Program in 2015**

Versaille Ballroom 1 & 2

Kush Abdulloev, Affiliate Program
Manager, VMInnovations

Jennifer Crego, Affiliate Manager,
Greg Hoffman Consulting

Karen Garcia, CEO, GTO
Management

Kristin Kinsey, Digital Strategy &
Ecommerce Manager, Performance
Health

Joe Sousa, Affiliate Coordinator,
Fanatics.com

Become 10X more efficient with
APIs & automation, dig deep into
network tools & data in ways you
never knew, capture low hanging
fruit, streamline recruiting & more
pro tips you can't afford to miss.

Networking Plus, VIP and All
Access Pass Holders Only

**12d - Industry Trust—Promoting
Transparency in Affiliate
Marketing**

Versaille Ballroom 3 & 4

Van Chappell, Founder/CEO, 5IQ
Carrie Rocha, Founder, Pocket
Your Dollars.com

Chad Waite, Marketing Manager,
AvantLink

Andrew Woolbert, Head of Affiliate
Marketing & Lead Generation,
Living Direct Inc.

How can we improve trust across
the industry? Representatives from
different sides of the industry
(affiliate, affiliate manager, network)
will discuss how these groups can
work together in harmony.

10:00 am - 4:00 pm

Exhibit Hall Open Hours

Paris Ballroom - Rivoli ABC

Meet with a wide selection of affiliate programs, networks, affiliate program managers, and vendors.

11:15 am - 12:15 pm

Open to All Pass Holders

Opening Remarks, Pinnacle Awards & Keynote

Paris Ballroom - Concorde ABC

Noah Kagan, Founder, AppSumo

Jon Levine, Director of eCommerce, All Inclusive Marketing

Shawn Collins, Co-Founder, Affiliate Summit

Missy Ward, Co-Founder & President, Affiliate Summit

The ninth annual Affiliate Summit Pinnacle Awards will be presented. These awards recognize exceptional performance in affiliate marketing.

Also, get an overview of the day ahead, as well as hearing the keynote address.

12:30 pm - 1:45 pm

VIP and All Access Pass Holders Only

Luncheon Buffet

Paris Ballroom - Concorde ABC

Buffet Lunch is open to VIP and All Access pass holders with lunch tickets only.

2:00 pm - 3:00 pm

VIP and All Access Pass Holders Only

13a - Four Hot Ways to Maximize Revenue Performance Now

Paris Ballroom - Vendome A
Jeannine Crooks, Senior Account Manager, Affiliate Window
Rick Gardiner, CEO, iAffiliate Management
John LoBrutto, Director of Affiliate Partnerships, 1&1 Internet, Inc
Squeezing every penny from your program is vital, so here's how to maximize your network performance and site real estate, turn more clicks into sales, and take amazing care of your affiliates.

VIP and All Access Pass Holders Only

13b - Mobile Marketing Secrets Revealed

Paris Ballroom - Vendome B
Konstantin Dieterle, Managing Director, AppLift
Brian Fox, CEO, AdAction Interactive
Shirley Lin, VP, Global Business Development, YeahMobi/NDP Media
Benjamin Pomerantz, Founder and Managing Director, Pocket Media
Cameron Stewart, General Manager, HasOffers by TUNE
Learn how to make a successful mobile marketing campaign. Hear about the latest tips and tricks from the companies that push mobile marketing to its limits.

VIP and All Access Pass Holders Only

13c - What's Working, What's Not Working in Affiliate Marketing?

Versaille Ballroom 1 & 2
Sylvia Cintron, Digital Media Director, CheckIntoCash
Tara McCommons, VP Sales and Marketing, LinkConnector Corporation
Jackie Eldridge, Director of Marketing, DollarDays
Helen Fang, Director of Marketing, Ecommerce, Coupons.com
Want to learn insights from 4 influential industry leaders about surprising, but effective changes introduced to their AM efforts, challenges they anticipate in 2015, relationship optimization & more?

VIP and All Access Pass Holders Only

13d - Maximizing the Benefits of An Affiliate/Manager Relationship

Versaille Ballroom 3 & 4
Trisha Lyn Fawver, Affiliate Program Manager, Snow Consulting, Inc.
Christen Moynihan, Editorial and Accounts Manager, The Broke-Ass Bride
Dave Taylor, Blogger, Videographer, AskDaveTaylor.com
Learn how to make the most of your affiliate program, by building and establishing a relationship with your affiliate or your affiliate manager.

2:00 pm - 4:00 pm

Open to All Pass Holders

Networking Pub Crawl

Paris Ballroom - Rivoli ABC

Refer to your Pub Crawl map of participating sponsors and visit each one for great networking opportunities and, of course, free beer. All attendees welcome.

3:10 pm - 3:28 pm

VIP and All Access Pass Holders Only

14a - How to Develop 100's of Useful Content Ideas in 48 Hours

Paris Ballroom - Vendome A
Arnie Kuenn, CEO, Vertical Measures
How do you come up with great ideas for your content marketing strategy, even if you think your business is boring? Learn a process any affiliate can use to

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14b - Google Shopping: What You Need to Know

Paris Ballroom - Vendome B
Linda Bateman, General Manager, Vertical Rail
Google Shopping has changed its considerations of affiliates and product listings within its engine. Find out what affiliate managers and affiliates should know for 2015.

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14c - The Best Defense is a Good Offense - Managing Legal Risk

Versaille Ballroom 1 & 2
Rachel Hirsch, Senior Associate, Ifrah PLLC
How merchants and their affiliates can mitigate exposure to liability from both the FTC and private litigants by controlling both their advertising message and how it is

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14d - Recruiting and Activating Affiliates with Video Content

Versaille Ballroom 3 & 4
Wade Tonkin, Affiliate Manager, Fanatics Retail Group
A case study on how my team discovered an affiliate niche and used a 3 minute video to recruit and activate hundreds of new affiliates that generated six figure affiliates sales in 2013-14.

discover hundreds of powerful
ideas.

transmitted to consumers.