



**01/09/2016**

12:00 pm - 8:00 pm

**Early Check-In**  
 Paris Foyer  
 Come by Saturday to pick up your badge and attendee bag so you can enter immediately on Sunday when the show opens!

**01/10/2016**

8:00 am - 6:00 pm

**Exhibit Hall Booth Setup**  
 Rivoli Ballroom  
 Exhibitors may set up their booth at this time.

**Check-In**  
 Paris Foyer  
 Pick up your conference badge and attendee bag, and get started with Affiliate Summit.

**Refuel, Rendezvous & Refresh Room**  
 Vendome A  
 All attendees are welcome to take advantage of the tables and WiFi to have meetings, catch up on work, or simply take a break. Coffee and Tea available to those with Refresh Drink Tickets.

9:00 am - 12:00 pm

**Meet Market Table Setup**

Concorde  
Exhibitors may set up their Meet Market tables at this time.

10:00 am - 10:30 am

**First Timer Orientation**

Champagne Ballroom 1  
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 - 5:00 pm

**Speaker Ready Room**

Bordeaux  
This is a space where speakers can find some quiet, and run through their presentations one last time to ensure that it goes smoothly during their sessions.

11:00 am - 12:00 pm

**Session 1a - Six Figure Blogging: Ask the Experts & Secrets Revealed**

Champagne Ballroom 1  
Syed Balkhi, Founder, WPBeginner  
John Chow, Titles Are For Wimps, John Chow dot Com  
Zac Johnson, CEO, MoneyReign Inc  
John Rampton, President, Adogy  
A panel of four six figure bloggers share the secrets to their success, while also answering Q&A to help grow your blogs, brands and business in the process.

**Session 1b - Blogger Outreach Strategies That Don't Suck (Time or Money)**

Champagne Ballroom 4  
Ciaran Blumenfeld, CMO, Hashtracking  
Debbie Bookstaber, Owner, Element Associates  
Kelby Carr, CEO, Type-A Parent  
Anne Parris, Managing Partner, Midlife Boulevard  
If you're pitching bloggers and not seeing a strong ROI, you won't want to miss this panel. We will cover tools that save time and outline questions you need to ask to identify the right influencers.

**Session 1c - Live SEO & Monetization Site Reviews**

Versailles 1-2  
Kenny Hyder, Founder, Hyder Media  
Scott Polk, Founder / CEO, Marketing Nomads  
Adam Riemer, President, Adam Riemer Marketing  
Have your website reviewed by industry experts and learn to rank better in Google as well as how to make more money.

12:00 pm - 6:00 pm

**Meet Market**

Concorde  
The Meet Market at Affiliate Summit is an extended session of structured, face to face networking. Affiliate programs and networks have tables set to meet with affiliates to discuss their offers and cut deals.

12:00 pm - 6:00 pm

**Press Room**

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

12:15 pm - 12:45 pm

**Session 2a - Chill the F\*\*k Out: You're Killing Yourself**

Champagne Ballroom 1  
Sean Steinmarc, Founder, Steinmarc.com  
Proud of your 'work all the time, make all the \$\$\$' lifestyle? So was I-until I disconnected for a week and saw incredible improvements in my life & productivity. Learn to do more by

**Session 2b - Buying and Selling Websites**

Champagne Ballroom 4  
Chuck Mullins, President, Cash For Your Site  
Expanding your affiliate business through website acquisitions and sales? Our experts will provide detailed strategies for buying and

**Session 2c - How to Optimize Images for Social Media Sharing**

Versailles 1-2  
Michelle Held, Owner, Metrony, LLC  
Posts that include images get more engagement. Do your images look good on all social platforms? How to optimize images for social posting and drive traffic!

	connecting less.	selling websites guaranteed to maximize your revenue potential.	
1:00 pm - 1:30 pm	<b>Session 3a - Optimize WordPress Like a Super Affiliate</b> Champagne Ballroom 1 David Vogelpohl, Vice President of Web Strategy, WP Engine Learn how to use WordPress to boost commissions and deliver an amazing experience to your visitors. Great tips on WordPress management and effectively promoting offers from your merchants.	<b>Session 3b - Humanize Marketing to Drive Brand and SEO</b> Champagne Ballroom 4 Jackie Bates, Director of Marketing, LinkConnector Helen Fang, General Manager, Ecommerce, Coupons.com Humanize your marketing to reach a hyper-connected audience. Through social listening and strategic content marketing, escalate your search visibility and drive brand awareness.	<b>Session 3c - Leveraging Technology to Enhance Your Program</b> Versailles 1-2 Tom Rathbone, Head of Technology, Schaaf-PartnerCentric A look into a few different ways that merchants and agencies are using tracking platforms and network features to align company goals with the affiliate program.
1:00 pm - 3:00 pm	<b>VIP &amp; All Access Snack Break</b> Vendome B Take a break from the networking and education for some snacks and drinks in a relaxed networking environment. (Snack Tickets are also required.)		
1:45 pm - 2:15 pm	<b>Session 4a - Ad Blocking and the Future of Digital Advertising</b> Champagne Ballroom 1 Hanna Kassis, CEO, OAREX Capital Markets, Inc. This session will explore recent developments in the ad blocking dilemma facing the digital advertising world and how the online ecosystem will (should) adapt in response.	<b>Session 4b - Up-and-Comers: Recruiting &amp; Engaging with Smaller Affiliates</b> Champagne Ballroom 4 Rick Gardiner, CEO, iAffiliate Management Techniques and tools to recruit bloggers and small-to-medium size affiliates into your program. We'll share proven methods to nurture those partnerships into profitable affiliate partnerships.	<b>Session 4c - Whoomp! There it Is - Disclosures, Disclosures, Disclosures</b> Versailles 1-2 Rachel Hirsch, Attorney, Ifrah PLLC What does "clear and conspicuous" disclosures mean given the advancement of technology? Navigate effective disclosures in digital advertising according to the FTC's .com Disclosure Guidelines.
2:00 pm - 5:00 pm	<b>RevShare Roundup</b> Champagne Ballroom 2&3 Kim Rowley, Founder, Key Internet Marketing, Inc.  The Affiliate Summit <a href="#">RevShare Roundup debuts</a> with a broad range of revenue share affiliate programs to discover.  This event was designed to facilitate discussions between the revenue share programs represented and affiliates/publishers/bloggers looking for new revenue share programs to drive traffic to. Unrelated conversations will not be entertained during this 3-hour event.  <b>Only the following attendee badge types will have access to all the RevShare Roundup: Affiliate, Advertiser, Affiliate Management, OPM/Agency and Network.</b>		
2:30 pm - 3:00 pm	<b>Session 5a - You Oughta Be on YouTube!</b>	<b>Session 5b - Scaling the Great Wall: Performance Marketing in China</b>	

	<p>Champagne Ballroom 1          Dave Taylor, Editorial Director, AskDaveTaylor          Video has become a MUST for online marketing, so where are your videos? How's your YouTube channel doing? I'll show you how to make quick and dirty videos and upload them for maximum benefit!</p>	<p>Champagne Ballroom 4          Patrick Hearon, Director of Sales, HasOffers by TUNE          Patrick will share advice on the key issues you'll need to be aware of before entering the Chinese market. He'll touch on the Great Firewall, transparency, privacy, and more.</p>	
3:15 pm - 3:45 pm	<p><b>Session 6a - Success Not Secrets: Social Media Brand Building</b>          Champagne Ballroom 1          Karen Garcia, Co-founder, Lab 6 Media          Learn the art of nurturing real relationships on social media to grow your business and brand. Discover fresh, actionable content to boost your communications and build your online community.</p>	<p><b>Session 6b - Conversion Optimization: Optimize or Die</b>          Champagne Ballroom 4          Shannon MacLeod, Senior Director, Conversion Optimization, Avangate          If you're not optimizing your website, you are leaking revenue. Learn best practices for CRO, design principles for conversion, and A/B testing methodologies to improve your landing pages.</p>	<p><b>Session 6c - Boost ROI on Mobile Media: Affiliates, Advertisers &amp; Brands</b>          Versailles 1-2          Apoorv Soni, Managing Director, MobiVisits          Learn the new trends and adapt advanced strategies to make most out of mobile traffic. Includes some of the best kept secrets and several ways to convert your losing campaigns into winners in 2016.</p>
4:00 pm - 4:30 pm	<p><b>Session 7a - Out of the Box SEO Tactics that Will Blow Your Mind</b>          Champagne Ballroom 1          Ariel Hochstadt, Co-Founder, HostAdvice.com          Tweak LinkedIn to promote your site for free, make any page on your site the most bookmarked compare to competitors, reverse engineer google analytics in your favor, X7 the times your site is shared.</p>	<p><b>Session 7b - Average Affiliate Channel Stats &amp; KPIs- How Do You Stack Up?</b>          Champagne Ballroom 4          Chad Waite, Marketing Manager, AvantLink          Get network-level insight into performance averages on affiliate and program KPIs like AOV, conversion rates, mobile sales, and many more. Find out where you excel and where you can improve.</p>	<p><b>Session 7c - Applying Optimization Fundamentals For Major Gains</b>          Versailles 1-2          Justin Rondeau, Optimization Manager, Digital Marketer          CRO is about research and process, not tactics and hacks. In this session, you'll learn the tools and what it takes to evaluate campaigns &amp; come up with clever solutions that impact the bottom line.</p>
6:30 pm - 7:30 pm	<p><b>Newcomer Program Meetup</b>          Bordeaux          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.)</p>		
<b>01/11/2016</b>			
7:30 am - 5:00 pm	<p><b>Check-In</b>          Paris Foyer          Pick up your conference badge and attendee bag, and get started with Affiliate Summit.</p>		
7:30 am - 5:00 pm	<p><b>Refuel, Rendezvous &amp; Refresh Room</b>          Vendome A          All attendees are welcome to take advantage of the tables and WiFi to have meetings, catch up on work, or simply take a break. Coffee</p>		

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Rivoli Ballroom

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.

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10:00 am - 11:00 am

**Session 8a - How to Dominate Any Industry Through Digital Marketing**

Champagne Ballroom 1

Evan Weber, CEO, Experience Advertising  
Discussing how to implement strategies to dominate a particular niche or industry online. Whether you are a merchant, advertising or affiliate, this session will guide your overall digital strategies.

**Session 8b - SEO: Ask Me Anything**

Champagne Ballroom 4

Bruce Clay, President, Bruce Clay Inc  
Duane Forrester, Sr. Product Marketing Manager, Microsoft  
Stephan Spencer, Co-Author, The Art of SEO  
50+ years of SEO experience answer your every question when longtime Bing spokesperson Duane Forrester, "godfather" of SEO Bruce Clay and co-author of "The Art of SEO" Stephan Spencer take the stage.

**Session 8c - The Chemistry of the Landing Page with Live Critiques**

Versailles 1-2

Brian Massey, Conversion Scientist, Conversion Sciences LLC  
There is a chemical formula for landing pages. Brian Massey identifies the elements and catalysts must be present to create a high-converting landing page, then evaluates your examples LIVE.

10:00 am - 5:00 pm

**Exhibit Hall Open**

Rivoli Ballroom

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

11:15 am - 12:15 pm

**Opening Remarks & Keynote**

Champagne Ballroom 2&3

Kim Rowley, Founder, Key Internet Marketing, Inc.

Kerri Pollard, Former President and Current Advisor, CJ Affiliate by Conversant

12:30 pm - 1:45 pm

**Luncheon Buffet**

Concorde

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

2:00 pm - 2:30 pm

**Session 9a - Affiliate Activation: 20 Ways to Get Them Cranking**

Champagne Ballroom 1

Geno Prussakov, CEO & Founder, AM Navigator LLC

**Session 9b - Affiliate Adventures in Mobile Commerce**

Champagne Ballroom 4

John Toskey, Global Director, eBay Partner Network

**Session 9c - Digital Marketer's Legal Tool Kit**

Versailles 1-2

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A high-impact overview of the law of

	<p>Let's face it; the vast majority of your affiliates are inactive. It's paradoxical. You didn't make them sign up. Discover proven techniques to excite and activate idle affiliates. Q&amp;A at the end.</p>	<p>Learn about the latest trends and opportunities driving mobile ecommerce growth, how advertisers and networks are maneuvering, and what affiliates can do to make sure they aren't left in the dust.</p>	<p>advertising as it relates to digital marketers. Session attendees will receive an in-depth advertising law reference booklet.</p>
<p>2:45 pm - 3:15 pm</p>	<p><b>Session 10a - Amazon: Friend or Foe? Amazon's Role in Affiliate Marketing</b>  Champagne Ballroom 1  Paul Schroader, President, PS Web Solutions, Inc.  With at least 1 in 3 product searches originating on Amazon.com, it simply can't be ignored. We will discuss the impact Amazon has on Retailers' online strategy, particularly Affiliate Management.</p>	<p><b>Session 10b - Best Practices for Managing a Virtual Workforce</b>  Champagne Ballroom 4  Rachel Honoway, CEO, FMTC  Let's talk about the challenges you face in managing a team of people scattered around the globe. I'll share my successes and failures and offer you advice on what might work for your unique business.</p>	<p><b>Session 10c - Processes &amp; Techniques for Managing a FTC &amp; CFPB Program</b>  Versailles 1-2  Dave Naffziger, CEO, BrandVerity  Marketing a financial service—be it a bank, a loan, or a credit card—is never straightforward. Learn some best practices around managing a FTC and CFPB program in this informative talk.</p>
<p>3:30 pm - 4:00 pm</p>	<p><b>Session 11a - A Human's Guide to the Insane World of SEO</b>  Champagne Ballroom 1  Shannon K. Steffen, Founder &amp; CEO, Daymark Digital  Find yourself arguing whether or not human influence is important to SEO? Shannon will talk through a strategic journey of user experience from an SEO's viewpoint and leave you with an action plan.</p>	<p><b>Session 11b - How to Use Social Media to Achieve Expert Fame in Any Niche</b>  Champagne Ballroom 4  E. Brian Rose, Founder, JVZoo  E. Brian Rose shares proven techniques on how anyone can achieve Expert Fame in a short time. Whether you are an affiliate or product creator, this talk shows you how to gain authority in any niche.</p>	<p><b>Session 11c - Using Data to Improve Your Recruiting Strategies</b>  Versailles 1-2  Van Chappell, Founder/CEO, 5IQ  Learn how to use data to improve your recruiting. Topics covered will include using competitor, network and category data to find affiliates. The session will conclude with a case study using real world data to help you craft your own recruiting strategy.</p>
<p>4:15 pm - 4:45 pm</p>	<p><b>Session 12a - Ways to Increase Email Open Rates With Segmentation</b>  Champagne Ballroom 1  Matthew Wolosz, VP of Sales, XVerify  Strategic segmentation guarantees email marketers to increase open rates and gross more revenues; while delivering better content, less opt outs, and a better user experience to subscribers.</p>	<p><b>Session 12b - Why Your Affiliate Program Is Obsolete &amp; How to Fix It</b>  Champagne Ballroom 4  Robert Glazer, Founder &amp; Managing Director, Acceleration Partners  Merchants often operate costly programs full of fraud and off-brand promotion that fail to capitalize on new opportunities in mobile and attribution. Learn how to take your program to the next level.</p>	<p><b>Session 12c - 7 Ways to Double Your Affiliate Sales Next Month</b>  Versailles 1-2  Dush Ramachandran, President &amp; CEO, The Net Momentum  Dush outlines seven simple practical and actionable steps any product owner can take today to double affiliate sales in the next 30 days – a must for any product owner with an affiliate program.</p>
<p>5:00 pm - 6:00 pm</p>	<p><b>Ask the Experts Roundtables</b>  Champagne Ballroom 2&amp;3  Kim Rowley, Founder, Key Internet Marketing, Inc.  Todd Boullion, GM, UnsubCentral  Deborah Carney, Consultant, BookGoodies/Team Loxly  Daryl Colwell, SVP, Matomy Media Group  Christoph H. Hermes, Founder &amp; CEO, Global Rhapsody GmbH</p>		

Cristian Miculi, Senior Manager, Alliances, Avangate  
 Vinny O'Hare, President, Vincent O'Hare Consulting  
 Stephanie Robbins, CEO, Robbins Interactive  
 Jace Vernon, Owner, YINC

- 8 Ways to Use Your Content Again to Drive New Traffic
- Building, Buying, Maintaining and Segmenting Your Email Data
- How to Choose an Email Affiliate in Four Steps
- Tweaking Affiliate Programs for Maximum Torque
- How Video Marketing Can Drive Traffic, Leads, And Customers
- The Mobile Revolution 2.0
- 10 Things To Do With Your Blog Post After Writing It.
- Best Blogger Tools for Affiliate Conversions

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10:00 am - 11:00 am

<p><b>Session 13a - How to Leverage Incrementally in the Affiliate Channel</b>          Champagne Ballroom 1          Todd Crawford, VP, Impact Radius          Courtney Pearson, Sr. Manager, Affiliate</p>	<p><b>Session 13b - Affiliates &amp; Affiliate Managers: Partners or Adversaries?</b>          Champagne Ballroom 4          Cindy Ballard, VP of Operations, Greg Hoffman Consulting</p>	<p><b>Session 13c - Managing Blogger Expectations: Impressions vs. Conversions</b>          Versailles 1-2          Christen Moynihan, Editorial and Accounts</p>
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Marketing, Ovative Group Steven Tazic, Director of Media, Rise Interactive, Inc. Christopher Weston, Affiliate Manager, Cabela's Panel will discuss how advertisers can determine what incrementally means to them and how to leverage the data to demonstrate value and add growth in the affiliate channel.	Tricia Meyer, Owner, Sunshine Rewards How can affiliate managers and affiliates work together but also maintain the necessary boundaries? Where do their interests overlap and where do they diverge? What does each have to offer the other?	Manager, The Broke-Ass Bride Trisha Lyn Fawver, Affiliate Program Manager, Snow Consulting, Inc. Mindy Marzec, Owner, Mindy Joy Media Carolyn West, Campaign Leader/Blogger, This Talk Ain't Cheap Affiliate Managers & Brand Managers all want to work with bloggers - but they want different things! Learn how to best work with brands & affiliate programs to optimize your monetization strategy.
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**Exhibit Hall Open**  
Rivoli Ballroom  
Meet with a wide selection of affiliate programs, networks, affiliate program managers, and vendors. All attendees are welcome.

11:15 am - 12:15 pm

**Pinnacle Awards, Opening Remarks & Keynote**  
Champagne Ballroom 2&3  
Kim Rowley, Founder, Key Internet Marketing, Inc.  
Shawn Collins, Co-Founder, Affiliate Summit  
Missy Ward, Co-Founder & President, Affiliate Summit  
Greg Gifford, Director of Search and Social, DealerOn  
The tenth annual Affiliate Summit Pinnacle Awards will be presented. These awards recognize exceptional performance in affiliate marketing.

12:30 pm - 1:45 pm

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

2:00 pm - 2:30 pm

<b>Session 14a - 5 Musts For Mobile Ad Campaign Success</b> Champagne Ballroom 1 Dale Carr, Founder & CEO, Leadbolt These tips from the front-lines are proven strategies that marketers can practice to ensure their mobile ad campaigns are set up for success.	<b>Session 14b - The Case for CPC in Email Publishing and Advertising</b> Champagne Ballroom 4 Yancy Naughton, Founder, HasTraffic WantsTraffic Find out why more and more publishers and advertisers are buying and selling their email traffic through CPC model, as opposed to the legacy CPA model.	<b>Session 14c -10 Useful Affiliate Recruitment Strategies That Work</b> Versailles 1-2 Sarah Bundy, Founder & CEO, All Inclusive Marketing Finding good affiliate partners can be a challenge. Learn 10 recruitment strategies, tools & tactics that reach, engage & convert partners for more profitable & sustainable affiliate program growth.
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2:00 pm - 4:00 pm

**Networking Pub Crawl**  
Rivoli Ballroom  
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.

2:00 pm - 4:00 pm

**1 on 1 Speaker Q&A**  
Rivoli Ballroom  
Kim Rowley, Founder, Key Internet Marketing, Inc.



Speakers from the three days of the conference will be available for ten minute meetings on a first-come first-served basis.