



Suggested Breakout Sessions for Academics and Students

WEDNESDAY, APRIL 17TH

8:30 AM - 8: 50 AM - [Keynote 1: Divided Politics: The Rising Polarization Due to Social Media](#)

8:55 AM - 09:15 AM - [Keynote 2: What I learned From Meeting 100 People in 100 Days](#)

09:45 AM - 10:30 AM - [Becoming a Renaissance Marketer with the help of Agile Marketing](#)

10:45 AM - 11:30 AM - [2019 Creative and Marketing Hiring and Compensation Trends](#) or [Skillup To A Salesforce Career](#)

1:00 PM - 01:45 PM - [Grow Your Brand Organically Using IGTV & Video-Marketing](#)

2:00 PM - 02:45 PM - [Critical Steps to Mastering MarTech - Your Flight Plan for Success](#)

3:15 PM - 04:00 PM - [Introducing Educator Influencers: Utilizing Social Media for Innovative Personal Branding Opportunities and Best Practices](#)

4:15 PM - 05:00 PM - [Becoming the Future Leader: How Digital Marketers Are Impacting Product Innovation To Transform Business Models](#)

THURSDAY, APRIL 18TH

8:30 AM - 08:50 AM - [Keynote 1: The Future of Data Regulation in the U.S.](#)

8:55 AM - 09:15 AM - [Keynote 2: The Rise of Real: Social Media Strategies for the 21st Century](#)

9:45 AM - 10:30 AM - [Personal Branding Panel](#)

10:45 AM - 11:30 AM - [Academic Panel](#)

10:45 AM - 11:30 AM - 5 Tips for Teaching Social Media Marketing

1:00 PM - 01:45 PM - [So you want to be an Entrepreneur? Strategies to Beat the Odds!](#)

2:00 PM - 02:45 PM - [The Sophisticated Marketer's Guide to LinkedIn](#)

3:15 PM - 04:00 PM - [Of Course We Can Use It! I Found It on the Internet!](#)

4:15 PM - 05:00 PM - [The Branding Masterclass, Uncensored: Tapping Into Your Brand's Core DNA to Create Legions of Irrationally Loyal Fans](#)

4:15 PM - 05:00 PM – Startup Pitch Competition