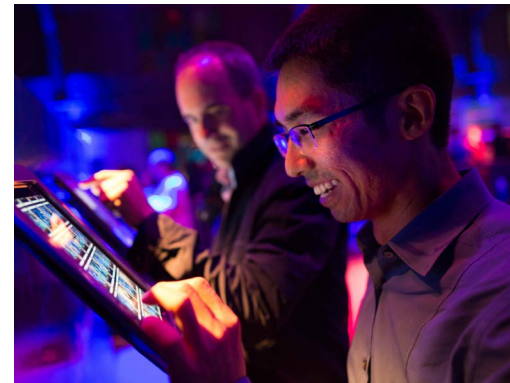


# 3 Perfect Days at the Digital Marketing Event of the Year

From May 10-12, Atlanta will be the center of the marketing universe – and we’ve created the perfect three-day agenda of insights, inspiration, and fun for B2B marketers like you.

As you arrive, you’ll find yourself surrounded by the latest technology, newest ideas, and brightest talents of the digital marketing community. The three most connected days of the year begin in this moment. And just in case you caught a very late (or very early) flight in, we’ll bring the coffee.



#WhyCNX16

Hundreds of reasons to attend the Digital Marketing Event of the Year. Find yours.

## Did you know?

B2B marketers report higher levels of effectiveness in other marketing channels and technologies when mobile is integrated.

#65

Be inspired by an all-star lineup of keynote speakers.



**ROBIN ROBERTS**

Co-Ancor for ABC's *Good Morning America*



**SCOTT KELLY**

History-Making U.S. Astronaut & Retired U.S. Navy Captain



**DANIELLE WEISBERG AND CARLY ZAKIN**

Co-Founders & Co-CEOs, theSkimm



## Opening Keynote: Join Your Customers on a 1-to-1 Journey

10:00 a.m.–11:30 a.m.

Marketing Cloud CEO Scott McCorkle has been instrumental in creating a better digital customer experience since 2000. Join Scott and special guests for inspiring insights, customer success stories, and a glimpse of the latest Marketing Cloud technology.

### Did you know?

High-performing marketing teams are 7.7x more likely to agree they're leading customer experience initiatives across their business.

"2016 State of Marketing"  
Salesforce Research, March 2016

## Hands-on Training Automating a Drip Campaign Using Automation Studio

1:00 p.m.–1:40 p.m.

Data often lives in multiple sources, is managed by different people, and requires preparation to import into Marketing Cloud. Automation ensures marketers aren't spending time importing and preparing files. Learn how to automate your own drip campaigns.

(Note: All Hands-on Training sessions are bring your own device.)



## Breakout Session No One Cares About Your Content... Yet

4:00 p.m.–4:40 p.m.

Content plays a huge role in today's B2B marketing playbook. But content is just words and pictures until someone notices what you're saying. Cliff Seal (Salesforce Pardot) shares the secrets of creating engaging content, using native language to communicate, and being fearless with content delivery.

## Connections Music Festival

7:30 p.m.

Check out a night of world-class live music and entertainment at the Georgia Dome. Cut loose while A-list DJ and entertainer Casey Connor spin records, and stick around as a legendary musical guest takes the stage.

## Breakout Session Getting Liftoff: How to Make Social Work for B2B Brands with Bombardier

8:45 a.m.–9:25 a.m.

Using lessons learned from the social media strategy of Bombardier, this session will challenge you to think creatively about your content strategy and how to grow your talent base.



## Product Keynote 10:00 a.m.

Marketing Cloud CPO Bryan Wade has played a key role in Salesforce marketing, sales, and service since 2005. Hear about the latest trends in digital marketing technology, and get a glimpse at Marketing Cloud's future.

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Hundreds of reasons to attend the Digital Marketing Event of the Year. Find yours.

#92 Meet your marketing inner circle.

## Breakout Session From Frenemies to BFF: How to Rehab Your Marketing and Sales Relationship

1:00 p.m.–1:40 p.m.

When marketing and sales are in sync, revenue soars. Join Kelley De Coste and Rochelle Mills (Valpak) to hear tales from the sales and marketing battlefields, and get tips for better lead management.

## Did you know?

Customer satisfaction is the number one success metric for marketers today.

"2016 State of Marketing"  
Salesforce Research, March 2016





## Pardot Keynote The Era of Intelligent B2B Marketing Engagement

3:00 p.m.–3:40 p.m.

65% of B2B buyers have already made a purchase decision before they engage with a vendor sales rep. Marketers must uncover opportunities to influence customers on their own terms – across every channel – in a way that’s more personalized and data-driven than ever before. Shannon Duffy (CMO, Salesforce Pardot) and special guests explore the latest B2B marketing trends to help you navigate a buyer-centric world.

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Hundreds of reasons to attend the Digital Marketing Event of the Year. Find yours.



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You’re due for your next marketing aha moment.



## Customer Panel

5:00 p.m.

Join Barb Agoglia from American Express and Jason Kirchheimer of L’Oréal for a live, in-depth discussion of the best practices and Marketing Cloud use cases of these global leading brands.

### Did you know?

By 2021, marketing leaders will spend 75% of their total budget on digital marketing versus traditional marketing.

“2016 State of Marketing”  
Salesforce Research, March 2016

“Connections ... was easily one of the most engaging, beautifully curated, and well-attended digital marketing events of the year.”

Yeva Roberts  
Technology Evangelist

## Inspirational Speakers and Expo

8:00 a.m.–12:00 p.m.

The conference isn't over yet. Visit the Expo Hall for exclusive product demos, hands-on workshops, and inspirational viewing at the Innovation Theater. Learn how to become a Marketing Cloud Ambassador, or cheer on your favorite brand and team at the Fanatics customer showcase. Finally, round out your morning by attending an inspirational keynote to head back to work with renewed enthusiasm.

“This is truly the most remarkable time to be a marketer. The way that a customer engages gives a brand the opportunity to know potentially what they want before they even ask for it. Because of the real-time nature of data, you can make a huge impact very quickly.”

Glen Hartman  
Senior Managing Director  
Interactive Global Lead Digital Marketing  
Accenture



### Did you know?

Presenting brand Bombardier had its beginnings in 1937 when mechanic Joseph-Armand Bombardier realized his dream of building a vehicle that could “float on snow”: the snowmobile.

#WhyCNX16

Hundreds of reasons to attend the Digital Marketing Event of the Year. Find yours.

#97 It's where your success story begins.



Register for the Digital Marketing Event of the Year, and prepare to transform your business in just three days.

[salesforce.com/connections](https://salesforce.com/connections)