

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

From May 10-12, Atlanta will be the center of the marketing universe. Create a perfect three-day agenda of digital marketing insights, inspiration, and fun – all tailored specifically to you.

Step into Atlanta's Georgia World Congress Center and find yourself immersed in the excitement and fun of the Connections community. The three most transformative days of your digital marketing career begin here. And just in case you caught a very late (or very early) flight in, we'll bring the coffee.

“[Marketing Cloud]... offers several enhancements designed to give companies a single place for planning customer journeys, or managing their interactions with a brand across sales, service, marketing, and more.”

IDG News Service

#WhyCNX16

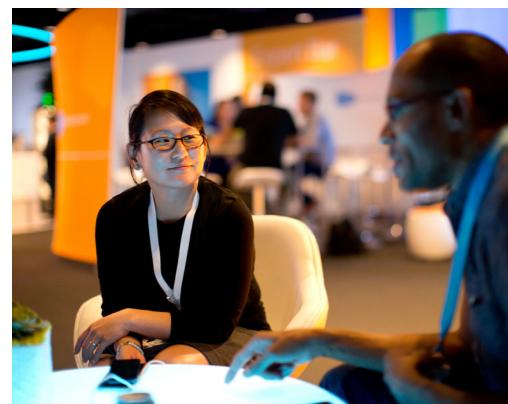
Hundreds of reasons to attend the digital marketing event of the year. What's yours?

#29

Meet your next brand advocate.  
And the next.

Did you know?

**86%** of senior-level marketers believe a cohesive customer journey is vital to business success.





## Opening Keynote

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?

Connections travels to Atlanta for the first time in 2016. The host site, the Georgia World Congress Center, housed events in the 1996 Olympics. Every year, over a million people visit the GWCC.

### Training and Breakout Sessions

1:00 p.m.–4:40 p.m.

Connections offers 100+ breakout and training sessions, so anyone can create their own perfect agenda. Bring your laptop, and start your session experience with groundbreaking guidance for email marketing. It's still the leading method of communication for business. Plus, find ways to enhance your cross-channel marketing campaigns.

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Meet your marketing inner circle.

### Welcome Reception

6:00 p.m.

Mix and mingle with like-minded marketers from around the globe at the Connections 2016 welcome reception. Enjoy appetizers and drinks, make some new friends, and engage with event sponsors and leading brands.





## Product Keynote

10:00 a.m.

As Marketing Cloud SVP and chief product officer, Bryan Wade forges unprecedented paths in digital marketing. Start your day with trade secrets and unforgettable motivation from Bryan.

## Cloud Expo

8:00 a.m.–10:00 a.m.

11:30 a.m.–6:00 p.m.

Explore the Expo Hall. See the latest marketing technology up close, meet thought leaders, and swap business cards. Plus, be sure to pick up a few souvenirs.



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You're due for your next marketing aha moment.

## Did you know?

Connections 2016 guests can hear presenters from innovators like Bombardier, Forrester Research, The Altimeter Group, and many more.

## Breakout Sessions

8:45 a.m.–9:25 a.m. | 1:00 p.m.–4:40 p.m.

Connections 2015 boasted a diverse roster of breakout speakers – 45% of whom were women. This year, learn and gain career-changing ideas from amazing women leaders like Salesforce SVP of Retail Shelley Bransten. Discover ways to enhance your email and social strategy with mobile, get tips from design leaders, see the latest in digital advertising, and much more.





## Connections Networking Party

5:00 p.m.

Swing through the Connections networking party in the Expo Hall. Catch up with colleagues, make new contacts, and exhale from a big day of education and inspiration.

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You don't shut down an Atlanta street often enough.



## Connections Street Festival

7:30 p.m.

Check out live music and nightlife at the Connections Street Festival in one of Atlanta's most dynamic and vibrant areas. Explore the Luckie Marietta district while A-list DJ and entertainer Casey Connor spins records.

Did you know?

**1/3** of all online purchasing begins with a click on an email.

Forrester Research

“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 one last time and attend an inspirational keynote to head back to work with renewed enthusiasm.



“[Room & Board] started pumping data from in-store sales into Salesforce’s [Marketing Cloud], and blending it with data from the website and email programs. ... [S]ales teams often recognized that people shopping for certain couches liked to pair them with specific styles of chairs based on how they looked together in person.”

The Wall Street Journal

### Did you know?

**89%** of companies plan to compete based on their customer experience.

Brian Solis,  
*X: The Experience When Business Meets Design*

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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.

[connections2016.com](http://connections2016.com)