

CONVERGE 2019

FEBRUARY 19 - FEBRUARY 21, 2019 | OMNI CNN CENTER HOTEL, ATLANTA

DAY 1: TUESDAY, FEBRUARY 19

10:00-12:00PM

MORNING WORKSHOPS

(Only for Converge 2019 Workshop Pass Holders)

Data Analytics Track

Pine Room - Atrium Level South Tower

Title: *Google Analytics/Google Tag Manager/Search Console 101 for Higher Education Websites*

Description: When it comes to monitoring and measuring the success of your marketing efforts, the Google Marketing Suite offers a powerful array of tools like Google Analytics (GA), Google Tag Manager (GTM) and Search Console. Most colleges and universities have GTM and GA setup, but few are leveraging these tools to their fullest potential. This workshop will outline best practices to maximize your use of GTM and GA. We will also highlight new opportunities with Search Console and answer your FAQs about the Google Marketing Suite.

Presenter: Maddie Cantrell, Data Analyst at Converge; GiaPhu Dao, Data Analytics Director at Converge

Digital Advertising Track

Birch Room - Atrium Level South Tower

Title: *Data-Driven Personas for Your Program Marketing Strategy*

Description: How well do you truly understand your most important target audiences like prospective students, donors, parents and alumni? At Converge, we use a quantitative and qualitative approach to better understand your most important audience segments to develop and deliver the right messaging on the most impactful channels at the right time. This workshop will share our best practices when it comes to leveraging your available data and integrating other data sets/research. You will walk away with a completed Data-Driven Persona to drive the strategy for your next big advertising campaign or marketing initiative.

Presenter(s): Jessica Gortner, Senior Director of Content Strategy at Converge; Julie Gacnik, Principal at Peak Marketing Insights

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Research & Creative Strategy Track

Spruce Room - Atrium Level South Tower

Title: *Harnessing the Power of Research to Build a Brand*

Description: Data is the language of every college and university and the best tool for generating buy-in, uncovering the truth, and establishing clarity around your existing brand associations. Building a brand strategy for your institution begins with market research. In this session, we discuss how to engage in a branding initiative, what types of qualitative and quantitative research you should consider, and how to use the data to develop an authentic, motivating brand strategy. Throughout the discussion, we'll cover the politics and challenges of brand building on a college campus and how research can overcome the barriers to create an enduring brand.

Presenter(s): Renee Daly, Senior Strategist at SimpsonScarborough

12:00-1:30PM

Networking Lunch

Atrium Terrace B - Atrium Level South Tower

Lunch is served on-site at the Omni CNN Center Hotel for all Converge 2019 Workshop and CMO Experience pass holders! Connect with your peers for a networking lunch provided by Converge and SimpsonScarborough. While you connect with other attendees, Whole World Improv Theatre will inspire your creativity and innovation with an engaging working lunch improv session.

1:30-3:30PM

AFTERNOON WORKSHOPS

(Only for Converge 2019 Workshop Pass Holders)

Data Analytics Track

Pine Room - Atrium Level South Tower

Title: *The Dream of Full-Funnel Reporting & A Closer Reality with Google Data Studio*

Description: When we refer to full-funnel reporting, we are talking about end-to-end reporting—from clicking on an ad to enrollment. This level of reporting requires near-perfect tracking and a structured systematic approach to organizing your marketing and admissions operations. Full-funnel is the dream for higher education marketers (and, if we're being honest, a bit ambitious for most colleges and universities). To solve for this gap, we have worked to integrate tracking through the funnel with

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Google Data Studio. This workshop will walk through Google Data Studio capabilities and help you identify ways to streamline your integrations (across people, processes and platforms) to make the dream of full-funnel reporting a closer reality.

Presenter: Cassie Hansen, Digital Manager, Analytics at Converge;
GiaPhu Dao, Data Analytics Director at Converge

Digital Advertising Track

Birch Room - Atrium Level South Tower

Title: *Developing a Multichannel Approach to Digital Marketing Strategy*

Description: Now that you've designed your Data-Driven Persona, what comes next? You need a roadmap for your digital marketing strategy to support how you target, connect with and convert your identified target audience. This workshop will walk you through an overview of key marketing channels for #highered (like Search, Social Media, Display and other New & Next opportunities) and help you outline a multichannel framework to connect with more right-fit students, motivate donors or engage alumni, partners, parents and other key audiences.

Presenter(s): Hayley Warack, Vice President of Digital Strategy at Converge; Alex Fleshner, Agency Development Manager at Google

Research & Creative Strategy Track

Spruce Room - Atrium Level South Tower

Title: *Leveraging Data to Achieve Long-Term Brand Success*

Description: Once the brand strategy is in place, you need a comprehensive strategy to creatively express your brand and deliver your messages to internal and external stakeholders. In this session, we walk you through the process of developing the creative concept, testing creative with key stakeholder groups, developing an effective launch plan, and measuring the results on an on-going basis. At the completion of this two-part workshop, you will have a thorough understanding of all the steps involved in building, launching, and tracking a brand complete with examples from many colleges and universities around the country.

Presenter(s): Mike Roe, Vice President, Creative Director, at SimpsonScarborough

3:30-5:00PM

Exhibit Area Networking & Free Time

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5:00-6:00PM

Welcome Keynote

(For all Converge 2019 Pass Holders)

Grand Ballroom DE - M4 North Tower

Title: *Higher Education Marketing 2029: Predictions from Today's Top CMOs*

Description: The higher education landscape is constantly changing and evolving. What does 2029 look like for higher education marketers? Join future-focused industry leaders for a glimpse into the future of HEMC.

Moderator: Elizabeth Johnson, CEO & Founder, SimpsonScarborough

Panelists: Dave Martel, VP & Chief Marketing Officer, University of Virginia, Regina Moldovan, Assistant VP of Public Affairs, Southern Methodist University, Bill Burger, VP for Communications & Chief Marketing Officer, Middlebury College

6:00-7:00PM

Welcome Happy Hour

Grand Ballroom DE - M4 North Tower

Let's toast to the beginning of the fourth Converge conference with light appetizers, drinks and great conversation on-site at the Omni CNN Center Hotel.

DAY 2: WEDNESDAY, FEBRUARY 20

7:30-8:30AM

Breakfast is Served

Atrium Terrace A – Atrium Level South Tower

Join us for a complimentary breakfast and interactive round table discussions each morning of the conference.

8:45-9:00AM

Welcome to Atlanta!

Grand Ballroom DE - M4 North Tower

Enjoy a warm welcome to the city of Atlanta and Converge 2019 from your friends at Converge and SimpsonScarborough.

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9:00-9:45AM

Morning Keynote

Grand Ballroom DE - M4 North Tower

Title: *Digitize, Connect & Grow: Navigating the Higher Education Digital Paradigm*

Description: TBD

Presenter: Angela Bostick, Chief Growth Officer at Emory University Goizueta Business School

9:45-10:00AM

Exhibit Area Networking & Consultations

Grand Ballroom DE - M4 North Tower

10:00-10:45AM

Converge 2019 Track Session A

Grand Ballroom DE - M4 North Tower

Title: *Leveraging Digital Platforms to Produce, Distribute and Measure Your Stories*

Description: Your digital platforms, including news websites, social media channels, and email newsletters are vital to reaching and engaging audiences. In this session, Mike Petroff, Director of Content Strategy at Harvard University, will share how Harvard's content strategy, creative, and editorial teams produce stories in multiple formats, across multiple platforms, and all with measurable impact, with the goal of showcasing Harvard's mission and vibrancy. From this session, teams both large and small will learn how to be more intentional and strategic with their digital storytelling efforts.

Presenters: Mike Petroff, Director of Content Strategy at Harvard University

Converge 2019 Track Session B

Grand Ballroom BC - M4 North Tower

Title: *Connecting with The Unreachables: Navigating the Next Frontier of Digital Marketing with Google*

Description: Revealing findings from the latest study Google conducted with Greenberg, this session will explore how higher education institutions can (and should) look through a new lens of reaching potential candidates. He will specifically be focusing on the "Unreachables" by studying the new normal when it comes to digital, and specifically, online video consumption.

Presenters: Alex Fleshner, Agency Development Manager at Google

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10:45-11:00AM **Exhibit Area Networking & Consultations**
Grand Ballroom DE - M4 North Tower

11:00-12:00PM **Panel Discussion**
Grand Ballroom DE - M4 North Tower
Title: *Implementing New & Next: Giving It the College Try... Shots in the Dark that Worked (or Didn't)*
Description: Innovate or die, they say. If you aren't failing, you're not learning, they say. All true. In this session, three higher education marketers will talk about strategies and tactics they tested, some with great success and some utter failures. Learning about both will help you understand how to prep your team and your leadership to embrace innovation.
Moderator: Dana Edwards, CMO at SimpsonScarborough
Panelists: Liz Walsh, Villanova University; Eric Maguire, Franklin & Marshall College; Rob Green, Columbia College Chicago Online

12:00-1:30PM **Lunch on Your Own**

1:30-2:15PM **Converge 2019 Track Session A**
Grand Ballroom DE - M4 North Tower
Title: *Measuring Smarter with Visualized Data & Dashboards*
Description: Everyone needs something custom-tailored to their key metrics and there are a limited number of hours in the day. How do EDU marketers leverage available data and resources to **measure smarter?** Don't miss this case study for Google Data Studio with Butler University.
Presenter: Stephanie Judge-Cripe, AVP of Marketing & Communications at Butler University

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Converge 2019 Track Session B

Grand Ballroom BC - M4 North Tower

Title: *How the Future Gets Written: Humanizing Data & Applying Artificial Intelligence to Marketing*

Description: Kristian Hammond is a professor in the MA in Artificial Intelligence program at Northwestern University and CEO of Narrative Science, a Chicago-based company focused on humanizing data. More information on his session coming soon!

Presenter: Kristian Hammond, CTO at Narrative Science & Professor at Northwestern University McCormick School of Engineering

2:15-2:30PM

Exhibit Area Networking & Consultations

Grand Ballroom DE - M4 North Tower

2:30-3:30PM

Afternoon Keynote

Grand Ballroom DE - M4 North Tower

Title: *Re-Engineering the Student Experience with Design Thinking*

Description: Universities are not businesses. But they certainly have business problems. In an era where tuition revenue and fundraising account for more institutional revenue than ever, what lessons from the corporate world should colleges and universities embrace.

Speakers: Terry Flannery, VP for Communication at American University; Tony Proudfoot, VP for Marketing & Strategic Communication at Western Michigan University

3:30-4:30PM

New & Next Lab: Innovation Incubator

Grand Ballroom DE - M4 North Tower

Discover what is New & Next in higher education consumption and marketing. Hear amazing ideas from Converge 2019 attendees on the next life-changing EDU solution. Join us in the main ballroom to wrap up the day with a round of lightning talk pitches!

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5:30-7:30PM

Converge 2019 Tailgate

Grand Ballroom DE Lobby - M4 North Tower

We are heading to the College Football Hall of Fame (250 Marietta Street NW), which is just down the street from the Omni CNN Center Hotel.

Grab your gear and meet us early in the Grand Ballroom DE Lobby for a celebratory drink. Your Converge 2019 Tailgate host, Emsi, will lead a march over to the College Football Hall of Fame from the hotel! Heavy appetizers, drinks and desserts will be served.

DAY 3: THURSDAY, FEBRUARY 21

7:30-8:30AM

Breakfast is Served

Atrium Terrace A – Atrium Level South Tower

Join us for a complimentary breakfast and interactive round table discussions each morning of the conference.

8:45-9:00AM

New & Next Lab Awards Ceremony

Grand Ballroom DE - M4 North Tower

We will share some of the great ideas brought forward during the New & Next Incubator and present prizes to our favorite New & Next pioneers.

9:00-9:45AM

Morning Keynote

Grand Ballroom DE - M4 North Tower

Title: *The Role of University in a World Where Students Never Graduate*

Description: The current business and marketing model of higher education needs to adjust again. The future workforce is filled with people changing careers every five years. Professionals will need to learn new skills in their current fields (and different skills in other fields) more frequently and in short spurts. This transactional nature of higher ed will put traditional, lifelong learning models (requiring months or years for degree completion) at risk, facing new competition and commoditization. Current higher education institutions try to remain competitive by focusing on the uniqueness of what we really offer: the deep relationship learners build with us through their interactions with faculty, advisors, peers and professional networks. But, we must realize that degrees and programs represent only a small part of our true value (and the one most likely to be

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disrupted). In his keynote presentation, Chris will outline concrete steps for higher ed institutions to foster lifelong relationships and remain the central hub to which evolving learners return, as their life needs change.
Presenter: Chrysanthos Dellarocas, Associate Provost for Digital Learning & Innovation at Boston University

9:45-10:00AM **Exhibit Area Networking & Consultations**
Grand Ballroom DE - M4 North Tower

10:00-10:45AM **Converge 2019 Track Session A**
Grand Ballroom DE - M4 North Tower

Title: *Owning the Creative Economy with FIT: Essential Building Blocks of an Integrated Brand*

Description: What do you do when an institution's stellar reputation in one field holds back full expansion of its brand? If you didn't know that FIT offers degrees in business, marketing and communications, toy and interior design, production management, film and media, and more, you're not alone. For decades, this SUNY college has been known primarily for fashion—despite major efforts to broaden its image. To help evolve its brand positioning to better reflect today's (and tomorrow's) exciting realities, FIT engaged in a thoughtful process of research, strategy, and creative that informed its position of preparing unconventional students for the creative economy. In this session, we'll use the FIT case study to illustrate the essential elements of the higher ed brand-building process—from research to strategy to campaign execution—and point out potholes to avoid along the way.

Presenters: Loretta Lawrence Keane, VP for Communications & External Relations at FIT; Kristen Creighton, Vice President at SimpsonScarborough

Converge 2019 Track Session B
Grand Ballroom BC - M4 North Tower

Title: *Follow the Yellow Brick Road: How the Hero's Journey will Transform Your Campus*

Description: From the *Iliad* to "Wonder Woman," from "Star Wars" to "The Wizard of Oz," the hero's journey framework is critical for understanding our personal and professional development. In this inspiring and engaging presentation, we cover the challenges and

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opportunities at each stage of the journey, and offer practical resources and techniques for navigating them, drawing on diverse sources from Beyoncé to Joseph Campbell. You'll come away knowing how to create a journey map for your community; the metrics to measure along the way; and how marketing and storytelling can amplify your efforts and advance your institutional goals.

Presenter: Mara Zepeda, Founder at Switchboard

10:45-11:00AM

Exhibit Area Networking & Consultations

Grand Ballroom DE - M4 North Tower

11:00-12:00PM

Panel Discussion

Grand Ballroom DE - M4 North Tower

Title: *Measuring New & Next: Influencers, Chatbots, Ping Data Oh My!*

Description: Higher Ed mar-tech is faster, smarter and more integrated than ever before. From Georgia State University and AdmitHub's chatbot feature *Pounce* to student-generated content engine and influencer engagement strategies, colleges and universities are trending to keep up with the expectations and preference of modern learners. This panel features smart marketers who have implemented New & Next initiatives on campuses large and small. They'll share lessons learned, successes realized and their insightful advice on the biggest opportunities on the horizon for #highered.

Moderator: Chike Lawrence-Mitchell, Senior Digital Strategist at Converge

Panelists: Brooks Terry, Director of Enrollment Marketing at Teachers College, Columbia University; Rachel Reuben, Principal at Rachel Reuben Consulting, LLC

12:00-1:30PM

Lunch on Your Own

1:30-2:15PM

Converge 2019 Track Session A

Grand Ballroom DE - M4 North Tower

Title: *Designing the User Experience: Optimizing & Personalizing the Student Enrollment Journey*

Description: Georgia Tech Professional Education is leading the way with insightful applications of targeting and segmentation to engage best-

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fit prospects in the enrollment journey. Don't miss this session on optimizing and personalizing the student experience with strategic marketing practices and meaningful content creation with their Assistant Director of Marketing.

Presenters: Chris Walker, Marketing Director at Georgia Tech Professional Education; Stefany Sanders, Director of Marketing Communications & Sales at Georgia Tech

Converge 2019 Track Session B

Grand Ballroom BC - M4 North Tower

Title: *Integral v. Add-on: Integrating Career Skills into Curriculum*

Description: In today's world of winding career paths how do we best prepare students for their professional journey? The ever-changing landscape of expectations, work environments, and new opportunities demands that institutions re-imagine how career skills and services are offered to students in graduate programs. This session looks at the questions to ask, the dynamics to address, and provides an example of an institution implementing a refresh on career services in a new integrative model.

Presenter: Julie Staggs, Managing Principal at Korn Ferry

2:15-2:30PM

Exhibit Area Networking & Consultations

Grand Ballroom DE - M4 North Tower

2:30-3:30PM

Afternoon Keynote

Grand Ballroom DE - M4 North Tower

Title: *Flashes of Genius: Learning the Art & Science of Creativity*

Description: The standard view of creativity is one of constant brainstorming punctuated by sudden flashes of genius—it is not something you can be intentional or methodical about. This keynote will disprove this, explain how flashes of genius happen and provide ways any creator can increase their odds of having one. The talk is based on two years of research for Gannett's book *The Creative Curve* (June 2018, Penguin Random House). As part of this, he interviewed dozens of the world's leading creatives such as celebrity chefs, multi-platinum musicians, billionaire entrepreneurs and fine artists. In addition, he talked to the leading scientists and academics who study the field. Based on this, he found four patterns—The Four Laws of Creative Curve—that all creatives engage in. These laws are not only scientifically valid, but can

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be followed by any aspiring creative. This talk will give a sneak peek into Gannett's research and an early look at how you can leverage it. **All attendees receive a complimentary copy of Allen's book.**
Presenter: Allen Gannett, Founder at TrackMaven (now Skyword)

3:30-4:00PM

Product Launch & Farewell

Grand Ballroom DE - M4 North Tower

We will wrap up Converge 2019 with a product launch announcement from our Platinum Sponsor, Emsi, and closing remarks from the Converge and SimpsonScarborough teams!

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