A special thank you to our Platinum Sponsors: Emsi, Blue Moon Consulting Group, Salesforce, and IvyExec and these other industry-leading companies for joining us in the Converge 2019 Exhibit Area. Stop by and connect with these super smart people over the next few days.

PLATINUM:

GOLD:

SILVER:

AudienceX
Element 451
Hannon Hill
HigherEdJobs
Infogroup
Market Mapping Plus
Welcome to Atlanta!

Converge 2019 is the premier higher education marketing conference designed to inspire best practices for connecting with the next generation of learners. We are bringing together CMOs, deans, enrollment leaders, recruiters and digital strategists to revolutionize our industry. This program outlines all the need-to-know information to make the most of your Converge 2019 experience.

Let’s start with five things you should do during your stay in Atlanta:

1. Grab Your Copy of The Creative Curve
   
   Every Converge 2019 attendee receives a free copy of keynote speaker Allen Gannett’s book The Creative Curve with their conference pass. Books will be handed out on Thursday, February 21. Feel free to chat with Allen and get your book signed after his presentation.

2. Tailgate at the College Football Hall of Fame
   
   Wednesday, February 20 • 5:45 pm (Meet in Ballroom)
   
   Put on your favorite collegiate gear and meet us in Grand Ballroom D&E. Your Converge 2019 hosts from Converge and SimpsonScarborough will lead a group march over to the College Football Hall of Fame for the Converge 2019 Tailgate. Enjoy the Big 12 Buffet including Kansas Dry-Rub BBQ Ribs, West Virginia Pan-Fried Catfish and Texas Style Beef Brisket along with your favorite tailgate beverage.

3. C19 Club Lounge
   
   Stop by and visit with our staff from Converge and SimpsonScarborough to set-up a consultation. Enjoy the comfortable charging station sponsored by Salesforce.

4. Revamp Your Professional Headshots
   
   Wednesday, February 20 & Thursday, February 21 • 8 am–5 pm • C19 Club Lounge
   
   A professional photographer, Dan Kempf with Joe-Photo Photography, will be set up in the main lobby next to Converge 2019 registration for the duration of the conference. Stop by for a complimentary headshot and get your new LinkedIn profile photo at #CONVERGE19.

5. Level Up Your Strategies with New & Next Tools
   
   Our Converge 2019 sponsors will be setup in the Exhibit Area in Grand Ballroom D&E during all three days of the event. Stop by to learn more about the latest technology, tools and best practices from industry-leading platforms and consultants like: Blue Moon Consulting Group, Emsi, Salesforce, IvyExec, OmniUpdate, Hannon Hill, Pantheon, TERMINALFOUR, HigherEdJobs and more.
Converge 2019 Conference
Schedule of Events

Opening Day | Tuesday, February 19

10:00 AM-NOON
Converge 2019 Morning Workshops
(Only for Converge 2019 Workshop Pass Holders)
Sponsored by
Ivy Exec

Data Analytics Track
Google Analytics/Google Tag Manager/
Search Console 101 for Higher Education

South Tower, M4, Oak Room

This workshop will outline best practices to maximize your use of Google Analytics, Google Tag Manager and Google Search Console.

Digital Advertising Track
Data-Driven Personas for Your Program Marketing Strategy

North Tower, Ballroom B

This workshop will share best practices when it comes to creating audience personas, leveraging available data and integrating key information about your prospective students to inform your marketing strategy.

Research & Creative Strategy Track
Harnessing the Power of Research to Build a Brand

North Tower, Ballroom C

This workshop covers how to engage in a branding initiative, what types of qualitative and quantitative research to consider and how to use data to develop an authentic, motivating brand strategy.

Noon-1:30 PM
Whole World Improv Class & Networking Lunch
North Tower, Ballroom A

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.

1:30-3:30 PM
Converge 2019 Afternoon Workshops
(Only for Converge 2019 Workshop Pass Holders)
Sponsored by
Ivy Exec

Ivy Exec is an elite, private online professional community of 1 million+ business leaders, 90% of which view continuing education as the fastest means to career advancement.

We are a marketing channel to 85% of the top 25 business schools in the world, supporting enrollment efforts that increase awareness and positioning of your brand with targeted SEO, interactive webinars, uniquely designed email campaigns, and more.

We are a digital marketing partner committed to helping you meet admissions goals by connecting you with our global business community.

Data Analytics Track
The Dream of Full-Funnel Reporting & A Closer Reality with Google Data Studio

South Tower, M4, Oak Room

This workshop will walk through Google Data Studio reporting capabilities and help you identify ways to streamline your data sets across people, processes and platforms.

Digital Advertising Track
Developing a Multichannel Approach to Digital Marketing Strategy

North Tower, Ballroom B

This workshop will provide an overview of key marketing channels for higher education (like Search, Social Media, Display and other New & Next opportunities) to help you develop a multichannel framework and connect with more right-fit students.
RESEARCH & CREATIVE STRATEGY TRACK
Leveraging Data to Achieve Long-Term Brand Success
North Tower, Ballroom C

This workshop will help you develop a thorough understanding of all steps involved in building, launching and tracking a brand complete with examples from colleges and universities across the country.

1:30-4:00 PM
CONVERGE 2019 CMO SUMMIT
(Only for Converge 2019 CMO Experience Pass Holders)

Sponsored by
BLUE MOON CONSULTING GROUP

Blue Moon Consulting Group provides its colleges and universities insight, counsel, and experience to help them effectively manage real-time response to significant issues and crisis events.

We also help schools mitigate issues and avoid crises altogether through the development of proactive issues management programs, the enhancement of crisis management and communications plans, and by conducting training, exercises and leadership sessions.

Our goal is to build an organizational culture in which reputation is viewed as a key asset and fundamental strategic input into decision-making.

CMO Summit: Disruption Strategies for Higher Education’s Measured Leaders
South Tower, 15th Floor - Centennial Lounge

The past year has brought unparalleled growth and disruption to the marketplace. How do measured leaders thrive in this ever-evolving landscape? What are your must-have tools, tips and strategies for growing your brand? Don’t miss the Converge 2019 CMO Experience curated and hosted by SimpsonScarborough.

3:30-5:00 PM
EXHIBIT AREA NETWORKING & FREE TIME
North Tower M4, Grand Ballroom D&E

5:00-6:00 PM
CONVERGE 2019 WELCOME KEYNOTE
Higher Education Marketing 2029: Predictions from Today’s Top CMOs
North Tower M4, Grand Ballroom D&E

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 higher education marketing and communications.

MODERATOR:

PANELISTS:

6:00-7:00 PM
CONVERGE 2019 HAPPY HOUR
North Tower M4, Grand Ballroom D&E

Let’s toast to the beginning of the fourth-and best-Converge conference.

7:00-9:00 PM
PANTHEON WELCOME RECEPTION
Prime Meridian Restaurant
Appetizers & Drinks sponsored by
PANTHEON

7:00-9:00 PM
CONVERGE 2019 CMO DINNER
(Only for Converge 2019 CMO Experience Pass Holders)
STATS (Adidas Room), 300 Marietta Street NW

Converge CMO Experience attendees are invited to an exclusive networking event at Stats, an Atlanta Sports Bar staple, just down the street from the Omni CNN Center. The dinner will feature TEDx-style talks from some of the top marketing experts in the industry.

Today’s colleges and universities are facing more challenges than ever before. There are shifting student demographics, demand for specific workforce skills, retention challenges, and at the same time, student expectations are rising — they’re looking for a seamless, more personalized experience. Salesforce.org Education Cloud for Higher Education enables institutions to drive student success and engagement across the life cycle from prospect to alum.
DAY 1 | WEDNESDAY, FEBRUARY 20

7:30-8:15 AM
BREAKFAST
Prime Meridian Restaurant
Join us for complimentary breakfast and interactive round table discussions to get to know your colleagues.

8:30-9:00 AM
CONVERGE 2019 KICKOFF
North Tower M4, Grand Ballroom D&E
Don’t miss the official Converge 2019 kickoff with a warm welcome to the city of Atlanta from Converge and SimpsonScarborough.

9:00-9:45 AM
MORNING KEYNOTE
Evangelists, Influencers and Storytellers - Oh My! A Journey Down The Yellow Brick Road of Digital Content Creation and Brand Elevation
North Tower M4, Grand Ballroom D&E
With an aggressive competitive landscape, escalating tuition rates and declining perceptions of our industry, being a CMO in higher Education can be daunting. This session will help arm you and your team with dynamic, engaging ways to use content to distinguish yourself from your peers. Discover how building a thriving content community can create alumni evangelists, faculty influencers and authentic storytellers all armed to lead your school down a storied path towards brand success!

9:45-10:00 AM
EXHIBIT AREA NETWORKING BREAK
North Tower M4, Grand Ballroom D&E
Hot and cold beverages served next to the Converge 2019 Exhibit Area in between sessions.

10:00-10:45 AM
MORNING TRACK SESSIONS

TRACK SESSION A
Leveraging Digital Platforms to Produce, Distribute & Measure Your Stories
North Tower M4, Grand Ballroom D&E
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.

10:45-11 AM
EXHIBIT AREA NETWORKING BREAK
North Tower M4, Grand Ballroom D&E
Refreshments are served next to the Converge 2019 Exhibit Area in between sessions.

TRACK SESSION B
Connecting with the Unreachables: Navigating the Next Frontier of Digital Marketing with Google
North Tower M4, Grand Ballroom B&C
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.

TRACK SESSION C
CONVERGE 2019 CMO EXPERIENCE
(Only for Converge 2019 CMO Experience Pass Holders)
Lessons from the Corporate World Applied to Higher Education
North Tower M4, Grand Ballroom A
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.

WIFI SPONSOR
OmniUpdate
USERNAME: OmniUpdate  PASSWORD: OUCampus
11:00 AM-NOON
PANEL DISCUSSION
Implementing New & Next: Giving It the “Old College Try”... Shots in the Dark that Worked or Didn’t
North Tower M4, Grand Ballroom D&E

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:

PANELISTS:
Dana Edwards
SimpsonScarborough
Rob Green
Columbia College
Chicago Online
Liz Walsh
Villanova University
Theresa Strickland
Santa Clara University

NOON-1:30 PM
LUNCH ON YOUR OWN
Need recommendations? Check in with the Converge 2019 staff for area favorites.

1:30-2:15 PM
AFTERNOON TRACK SESSIONS

TRACK SESSION A
Era of the Voice: Voice tech’s impact on education and digital learning
North Tower M4, Grand Ballroom D&E

Today’s generation will be forever changed with the introduction of voice-first technologies. Technology and voice-first innovations are making learning more efficient, engaging, accessible, and dynamic, and those who design education materials and modules need to be ready to develop and implement an audio strategy that will cater to an evolving system of learning.

MODERATOR:

PANELISTS:
David Ciccarelli
Voices.com

TRACK SESSION B
How the Future Gets Written: Humanizing Data & Applying Artificial Intelligence to Marketing
North Tower M4, Grand Ballroom B&C

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.

MODERATOR:

PANELISTS:
Simon Barker
Blue Moon Consulting Group
Jennifer Campbell
Ithaca College
Carol Keese
University of Virginia
Lawrence Lokman
Penn State University

2:15-2:30 PM
EXHIBIT AREA NETWORKING BREAK
North Tower M4, Grand Ballroom D&E

Refreshments are served next to the Converge 2019 Exhibit Area in between sessions.

2:30-3:15 PM
AFTERNOON KEYNOTE
North Tower M4, Grand Ballroom D&E

Re-Engineering the Student Experience with Design Thinking
American University and Western Michigan University are both using innovative techniques in design thinking to create a more holistic, supportive, and engaging experience for their students. Learn best practices that can be applied at your institution.

MODERATOR:

PANELISTS:
Terry Flannery
American University
Tony Proudfoot
Western Michigan University

3:30-4:30 PM
NEW & NEXT PANEL: JUST OVER THE HORIZON
North Tower M4, Grand Ballroom D&E

Discover what is New & Next in higher education on the outreach, data, and web horizons in the next 2 years. There will be stories about strategic inclusivity marketing, new “laser focused” data research, and high-performance hosting solutions. Join us in the main ballroom for a great discussion and Q&A session from industry experts.

MODERATOR:

PANELISTS:
Jessie Homan
Converge
Matthew Alex
Oregon State University
Roland Smart
Pantheon
Bob Hieronymus
EMSI

DAY 1 | WEDNESDAY, FEBRUARY 20
5:45-9:00 PM
CONVERGE 2019 TAILGATE
College Football Hall of Fame, 250 Marietta Street NW
Put on your favorite college gear and meet us in Grand Ballroom D&E. Your hosts from Converge and SimpsonScarborough will lead a group march over to the College Football Hall of Fame for our Day 1 Conference celebration. Your Converge 2019 experience includes an All-Access Pass to explore the College Hall of Fame exclusively for conference attendees along with great food and beverages at the tailgate party. You don’t want to miss it!

Sponsored by

Emsi

Emsi provides colleges and universities with labor market data to help build a better workforce and nurture strong economies, businesses, and graduates. Hundreds of institutions use Emsi to create relevant programs, drive recruitment and enrollment, connect students with attractive careers, track alumni’s success, and measure their institution’s economic impact. Visit economicmodeling.com.

DAY 2 | THURSDAY, FEBRUARY 21

7:30-8:15 AM
BREAKFAST
Prime Meridian Restaurant
Join us for complimentary breakfast and interactive round table discussions to get to know your colleagues.

8:30-9:00 AM
EXHIBIT AREA OPEN
North Tower M4, Grand Ballroom D&E

9:00-9:45 AM
MORNING KEYNOTE
The Role of Universities in a World Where Students Never Graduate
North Tower M4, Grand Ballroom D&E
This keynote will outline concrete steps for higher education institutions to foster lifelong relationships and remain the central hub to which evolving learners return, as their life needs change.

9:45-10:00 AM
EXHIBIT AREA NETWORKING BREAK
North Tower M4, Grand Ballroom D&E
Hot and cold beverages served next to the Converge 2019 Exhibit Area in between sessions.

10:00-10:45 AM
MORNING TRACK SESSIONS

TRACK SESSION A
Owning the Creative Economy with FIT: Essential Building Blocks of an Integrated Brand
North Tower M4, Grand Ballroom D&E
What do you do when an institution’s stellar reputation in one field holds back full expansion of its brand? 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.

Track Session B
Follow the Yellow Brick Road: How the Hero’s Journey will Transform Your Campus
North Tower M4, Grand Ballroom B&C
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 presentation, we cover the challenges and 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.

10:45-11:00 AM
EXHIBIT AREA NETWORKING BREAK
North Tower M4, Grand Ballroom D&E
Refreshments are served next to the Converge 2019 Exhibit Area in between sessions.
DAY 2 | THURSDAY, FEBRUARY 21

11:00 AM-NOON
PANEL DISCUSSION
Defining New & Next: Brand Building, Chatbots, Marketing Automation Oh My!
North Tower M4, Grand Ballroom D&E

Higher Ed marcom is faster, smarter and more integrated than ever before. From Georgia State University and AdmitHub's chatbot feature Pounce to Harvard Medical School's organic content engine and social media brand management strategies, colleges and universities are adapting to keep up with the expectations and preferences of modern learners. This panel features experienced 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
Converge

PANELISTS:
Scott Burke
Georgia State University
Ben Sharbaugh
Harvard Medical School
Nicole Hitpas
Emory University

NOON-1:30 PM
LUNCH ON YOUR OWN
Need recommendations? Check in with the Converge 2019 staff for area favorites.

1:30-2:15 PM
AFTERNOON TRACK SESSIONS

TRACK A: EDU TRACK SESSION
The Dream Job and one Year Later: Lessons Learned after Inheriting and Retooling a Marketing Department
North Tower M4, Grand Ballroom D&E

You did it. After collecting your share of silver medals at the end of competitive job searches over the years, you’re finally getting your shot. Sounds great, but there are no departmental benchmarks, structure, or policies to speak of. How hard can it be to get all that together? In this session, Brooks Terry, Director of Enrollment Marketing at Teachers College, Columbia University will explain how he transitioned the marketing department from being a glorified print shop to a strategic partner on campus, what’s working, what didn’t, and what’s next.

J. Brooks Terry
Columbia University

TRACK B: NEW & NEXT TRACK SESSION
Integral v. Add-on: Integrating Career Skills into Curriculum
North Tower M4, Grand Ballroom B&C

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.

Julie Staggs
Korn Ferry

2:15-2:30 PM
EXHIBIT AREA NETWORKING BREAK
North Tower M4, Grand Ballroom D&E

Refreshments are served next to the Converge 2019 Exhibit Area in between sessions.

2:30-3:30 PM
AFTERNOON KEYNOTE
Flashes of Genius: Learning the Art and Science of Creativity
North Tower M4, Grand Ballroom D&E

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 talk will disprove this, explain how flashes of genius actually happen and provide ways any creator can increase their odds of having one.

Allen Gannett
TrackMaven & author of The Creative Curve

3:30-4:00 PM
NEW & NEXT IN 2019: thank you & FAREWELL
North Tower M4, Grand Ballroom D&E

Join Converge and SimpsonScarborough for an exclusive first look at what is New & Next in higher education marketing to wrap up Converge 2019.

BOOK SIGNING & ADJOURN

SHAVE YOUR EXPERIENCE IN ATLANTA

#Converge19
#newandnext