

# CONVERGE 2019 SPONSORS

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:



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AudienceX  
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# CONVERGE 2019

The Digital Marketing Conference  
for Higher Education

FEBRUARY 19-21, 2019 | ATLANTA, GA

HOSTED BY:

# CONVERGE



# 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.

Sponsored by



## 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.

## Hotel Information



## Prime Meridian Restaurant



Renowned for its ideal downtown Atlanta location and magnificent views of Centennial Olympic Park and the Fountain of Rings, Prime Meridian at Omni Atlanta Hotel at CNN Center offers exceptional cuisine in an elegant atmosphere. Our steakhouse near State Farm Arena is run by an experienced executive chef who will prepare an unforgettable meal using unique local and regional ingredients with low-calorie and heart-healthy options.

**COMPLIMENTARY BREAKFAST | WED., FEB 20 & THURS., FEB 21 | 7:30-8:15 AM**

# 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.



GiaPhu Dao  
Converge



Maddie Cantrell  
Converge

### 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.



Jessica Gortner  
Converge



Julie Gacnik  
PEAK Marketing  
Insights

### 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.



Renee Daly  
SimpsonScarborough

**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)*

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**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.



GiaPhu Dao  
Converge



Cassie Hansen  
Converge

### 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.



Hayley Warack  
Converge



Alex Fleshner  
Google

## 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.



Mike Roe  
SimpsonScarborough

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.



Elizabeth Johnson  
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:



Jason Simon  
SimpsonScarborough



Bill Burger  
Middlebury College



Dave Martel  
University of Virginia



Regina Moldovan  
Southern  
Methodist University

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



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



Angela Bostick  
Emory University  
Goizueta Business School

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



Mike Petroff,  
Harvard University

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.

#### TRACK SESSION B

#### Connecting with the Unreachables: Navigating the Next Frontier of Digital Marketing with Google

North Tower M4, Grand Ballroom B&C



Alex Fleshner  
Google

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.

MODERATOR:



Chuck Hester  
Converge

PANELISTS:



Mary Baglivo  
Baglivo Group



Tim Bohling  
GSU J. Mack Robinson  
College of Business

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.

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NETWORK: OmniMeeting

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:**



Dana Edwards  
SimpsonScarborough



Rob Green  
Columbia College  
Chicago Online

**PANELISTS:**



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.



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.



Kristian Hammond  
Northwestern Engineering  
& Narrative Science

**TRACK SESSION C**

**CONVERGE 2019 CMO EXPERIENCE**

(Only for Converge 2019 CMO Experience Pass Holders)

**Crisis? What Crisis? Advice from Your Peers Who Have Been There**

North Tower M4, Grand Ballroom A

Three higher ed marketing veterans get real about the challenges and triumphs of managing an institutional crisis. Because no one can be too prepared, join us for this casual and off the cuff panel discussion about what really goes on behind the scenes and how you can be ready for our world to explode.

**MODERATOR:**



Simon Barker  
Blue Moon  
Consulting Group



Jennifer Campbell  
Ithaca College

**PANELISTS:**



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.



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:**



Jessie Homan  
Converge



Matthew Alex  
Oregon State University



Roland Smart  
Pantheon



Bob Hieronymus  
EMSI

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!*

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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](http://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.



Chrysanthos Dellarocas  
Boston University

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.



Kristen Creighton  
SimpsonScarborough



Loretta Lawrence Keane  
Fashion Institute of Technology (FIT)



Troy Williams  
Fashion Institute of Technology (FIT)

**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.



Mara Zepeda  
Switchboard

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.

**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



Scott Burke  
Georgia State University



Ben Sharbaugh  
Harvard Medical School



Nicole Hitpas  
Emory University

**PANELISTS:**

**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**

North Tower M4, Grand Ballroom D&E

**Flashes of Genius: Learning the Art and Science of Creativity**

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.

**4:00 PM**

**BOOK SIGNING & ADJOURN**

**SHARE YOUR EXPERIENCE IN ATLANTA**

**#Converge19**  
**#newandnext**