























DAY 1 - WEDNESDAY, OCTOBER 16

						
9:00 am - 10:30 am	(9:00 am) Welcome & Opening - Creative 3 Sandra Finlay, Rising Media	(9:15 am) Welcome & Opening - Premium 3 Jim Sterne, Marketing Analytics Summit	(9:00 am) Welcome & Opening - Premium 2 Dr. David Stephenson, DSI Analytics	(9:15am) Welcome & Opening - Creative 1 Jenna Tiffany, Let'sTalk Strategy		
	(9:10 am) ★ Keynote: Building Influence in 2019 Rand Fishkin, SparkToro	(9:30 am) ★ Keynote: AI in Marketing, a To-Do List Jim Sterne, Marketing Analytics Summit	(9:15 am) ★ Keynote: Against All Odds: The Slow, Startling Triumph of Reverend Bayes Dr. John Elder, Elder Research	(9:30 am) ★ Keynote: McDonald's Monopoly Wiiiin campaign Rob Pellow, Armadillo		
	(10:10 am) 20 Minutes to Higher Conversions Martin A. Greif, SiteTuners		(10:00 am) Sponsored Session: Democratizing Predictive Analytics: Empowering Ordinary Business Users with Machine Learning Powers! Ian Macdonald, Pyramid Analytics 	(10:20 am) Sponsored Session: LIVECLICKER Driving Greater ROI with Deeper Personalisation Dave Holland, Liveclicker		
10:30 am	 Coffee Break					
	TRACK 1 • CREATIVE 3	TRACK 2 • CREATIVE 2	PREMIUM 3	TRACK 1: CASE STUDIES • PREMIUM 2	TRACK 2: DEEP DIVES • PREMIUM 1	CREATIVE 1
10:55 am	5 Learnings from Experimentation Behind a Login @Booking.com Jordan Lentze, Booking.com	Breaking Down Silos to Deliver Growth Laura Crimmons, Silverthorn	Care and Feeding of 50 Analysts Nick Wilsdon, Vodafone Group	Operationalizing Data & Machine Learning Yann Landrin-Schweitzer, Delivery Hero		Making Awesome Email In 2019 Elliot Ross, Taxi for Email
11:40 am	 Session Change					
11:45 am	AI & Email Marketing: The Rewards and How Your Business can Reap them Jenna Tiffany, Let'sTalk Strategy	Your Marketing Data is Pants, Let's Get it to Blow Your Socks Off! Russell McAth, Ringside Data	Speed networking	Featured Session: How to Productionize AI and Data Science: From Legacy Environments to Startups Michelle Gregory, Geophy (12:25-12:35 pm) Sponsored Session: Democratising AI to Efficiently Address Challenges Faster  John Riglar, OpenText		How Email Helped Certsure Deliver Europe's Largest Ever Electrical Event Mark Smith, Certsure
12:30 pm	 Lunch Break					
1:40 pm	★ Keynote: What Happens when Everybody's Website is Fixed? Jono Alderson, Yoast		★ Keynote: Google Analytics and How to Avoid Bad Data Brian Clifton, International Google Analytics Expert & Best Selling Author	ML for Video at the World's Most-Watched Mobile News Brand Ashish Patel, Group Nine Media Juan Pablo Campos, Group Nine Media (2:10 pm) How to Effectively Operationalize a Machine Learning Model Moran Haham, SparkBeyond	Personalisation of Online Experiences at Adidas: A Story of Embeddings Hassan ElHabbak, adidas Benoit Descamps, adidas	(1:30pm) Putting the Customer at the Heart of Everything that You Do in All Ways, Always. Kate Barrett, eFocus Marketing (2:05pm) Attribution is Broken – How to Fix Yours without Spending a Ton of Money Skip Fidura, Fractional CMO & Non-Exec Director
2:40 pm	 Session Change					
2:45 pm	The Nature of Intent: How to Nurture and Measure throughout the Customer Journey Aiden Carroll, The Colouring In Department (3:05 pm) The World of Multiple Algorithms – What we've all been Missing in SEO Hannah Thorpe, Found.	Too Long; Didn't Render – The State of JS and HTML Indexing Bartosz Góralewicz, Onely (3:05 pm) What I Learned from PayPal's Data (And how it made me a better VC) Matthew Lerner, Startup Core Strengths	Fireside Chat with Jim Sterne and Simo Ahava: Industry Bookends Jim Sterne, Marketing Analytics Summit Simo Ahava, 8-bit-sheep	Panel Discussion – Women in AI Kriti Sharma, AI For Good Stephanie de Wangen, The Up Group Michelle Gregory, Geophy Silky Arora, WhatsApp		Email Business Growth and Optimization Tomas Nadrchal, Avast Software
3:30 pm	 Coffee Break					
3:55 pm	Voice Visibility: Quantifying the Opportunity for your Brand John Campbell, Rabbit & Pork	Selling (Shoes) Faster Stuart McMillan, Tiso	Building Predictive Models When You Don't Have the Right Type of Data Dr. Shorful Islam, Tribal Worldwide London	How Data Science is Creating Inequality in Healthcare. And Why That's a Good Thing. Egge van der Poel, Jheronimus Academy of Data Science Joost Zeeuw, Pacmed	Topological Data Analysis of Financial Time Series Dr. Yuri Katz, S&P Global	Changing Directions – How Returning Users Became our North Star Kimberly Kay, change.org
4:40 pm	 Session Change					
4:45 pm	★ Keynote: How to Survive in the Age of AI, Voice & Personalization Karl Gillis, AGConsult		5 Learnings from Experimentation Behind a Login @ Booking.com Jordan Lentze, Booking.com	Large scale OCR at Facebook – Challenges and Lessons Viswanath Sivakumar, Facebook AI Research (5:15 pm) How We Built CarLens, or Achieving Success with a Project that Never Really Worked Krzysztof Jackowski, Netguru		Email for the Future Filip Stanis, Google
5:45 pm	Networking Reception in the Exhibit Hall					
7:30 pm	Dinner with Strangers @ St Barts Brewery - More information at the registration desk					

DAY 2 - THURSDAY, OCTOBER 17

	 digital growth unleashed	 MARKETING ANALYTICS SUMMIT	 Predictive Analytics WORLD Business	 Email Innovations Summit		
	TRACK 1 • CREATIVE 3	TRACK 2 • CREATIVE 2	PREMIUM 3	TRACK 1: CASE STUDIES • PREMIUM 2	TRACK 2: DEEP DIVES • PREMIUM 1	CREATIVE 1
9:30 am	Featured Session: The Lost Art of Asking Questions Els Aerts, AGConsult		★ Keynote: 20 Years and Counting – Lessons Learned Adam Greco, Analytics Demystified	Lessons Learned in Scaling of Data Science Capabilities within S7 Airline Nikita Matveev, S7 Airlines (10:00 am) Big Data and HR: The Story of a Government Pilot Program Dr. Karmen Kern Pipan, Ministry of Public Administration of Republic Slovenia	Is Empathy The Missing Ingredient In Your Next Data Product? Brian O'Neill, Designing for Analytics	Email Marketing: ePrivacy, GDPR and Brexit Steve Henderson, Emarsys (10:00 am) A picture is worth 1000 words Tim Watson, Zettasphere
10:30 am	 Coffee Break					
10:55 am	Using Data to Improve your Ecommerce SEO Daniel Saunders, Blueclaw	Building Resilience in a 21st Century World Cate Murden, PUSH	From Analytics to Data Science: Many Paths, Many Destinations Ian Thomas, Publicis Spine	The Second Generation of AutoML: AI is Eating Software Adam Blum, Auger.AI	Framework for Semi-Automated Labeling for Predictive Analytics Dr. Tapan Shah, GE Global Research	Content Optimisation Case Study: Miller & Carter Chris Marcantonio, Verse Group
11:40 am	 Session Change					
11:45 am	Good Developer Relations – Your SEO Strategy Depends on It Nichola Stott, ERUDITE	International Website Migrations Aleyda Solis, Orainti	Lighting Round Conversation	Roundtable Discussion Phil Winters, CIAgenda Duncan Manhattan, Google Yann Landrin-Schweitzer, Delivery Hero Hassan ElHabbak, adidas Richard Downes, Stirling Global Adam Blum, Auger.AI		Live Emails that Convert Jordan Sawyer, Kickdynamic
12:30 pm	 Lunch Break					
1:40 pm	Business-Led Advanced Practical Optimisation Techniques Judith Lewis, DeCabbit Consultancy	Optimising Site Search to Drive Conversions Gerry White, Just Eat	Analyzing Analytics and Analysts to Improve Process Efficiency Maria Bocheva, OWOX	Changing Buying & Merchandising Through Embedded Data Applications Johannes Wagner, adidas (2:10 pm) Valuing Data - The World's Largest Asset Andy Neely, University of Cambridge Davin Crowley-Sweet, Highways England	The Automatic ML Pipeline and its Business Applications Demet Dagdelen, Automattic	What About the Reader? Stuart Clark, Red C Marketing (2:10 pm) Accessibility by Design: Creating an Accessible Email Design System Paul Airy, Beyond the Envelope
2:40 pm	 Session Change					
2:45 pm	A Behavioural Economic Framework for Ideation Anna Tiplady, Conversion.com (3:05 pm) Using Nudge Theory to Achieve a Competitive Advantage Duncan Heath, Fresh Egg	The Simple Secret to Instantly Increasing Conversion Glenn Fisher, All Good Copy (3:05 pm) Standing Out Online With a Unique and Compelling Brand Voice Bethany Joy, Bethany Joy	In the Weeds with Phil Pearce Phil Pearce, Accelerate Agency	Experimentation Innovation – How Uber Manages Experimentation (including when A/B tests do / don't work) Mark Belvedere, Uber	AutoAutoML – An Open Source Automated Machine Learning API Adam Blum, Auger.AI	Using Emotional Intelligence to Achieve Email Zen Kait Creamer, Scaled Agile (3:05 pm) Maximize Engagement and Conversions with 6 Human Behavior Hacks John Thies, Email on Acid
3:30 pm	 Coffee Break					
3:55 pm	Web Performance Madness: Two seconds is all you have! Bastian Grimm, Peak Ace	People are Predictable Andi Jarvis, Eximo Marketing	Craig's Cornucopia of Google Analytics Tips Craig Sullivan, Optimal Visit	Featured Session: Visualizing Data: for Muggles AND Magicians Phil Winters, CIAgenda		Why Expedia Built an Automation Platform Olly Beckett, World in Words
4:40 pm	 Session Change					
4:45 pm	A.I. for Marketing – Power Session Bernardo Nunes, Growth Tribe		Your Digital Analytics Future is in China Today Arnold Ma, Qumin	How TUI Uses Digital Experience Measures to Predict Conversions David Ellis, Station10	The Future Email Subscriber Jenna Tiffany, Let'sTalk Strategy	
5:30 pm	Wrap Stuart McMillan, Tiso		Wrap Jim Sterne, Marketing Analytics Summit	Wrap Dr. David Stephenson, DSI Analytics		Wrap Jenna Tiffany, Let'sTalk Strategy
5:45 pm	End of Conference					