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# Affiliate Summit East 2014 Agenda

Affiliate Summit East 2014 is taking place August 10-12, 2014 at the New York Marriott Marquis. The conference begins at 10:00am on Sunday and runs through 4:00pm on Tuesday.

The agenda is subject to change – please check back for updates.

If you click on the “Agenda” link at the top of the conference calendar, you will have the option to view all of the events in a variety of different formats.



Also, click “Expand All” to see details of each event going on at Affiliate Summit East 2014.

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**AUGUST 2014**

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#### Affiliate Marketing For Bloggers Event @ @ Empire Complex

Aug 9 @ 12:30 pm – 5:00 pm

Affiliate Summit will be hosting a half-day event for bloggers who want to learn how to integrate affiliate marketing techniques into the revenue strategy for their blog.

(This event requires a separate registration. Please visit [affiliatesummit.com/ase14blogger](http://affiliatesummit.com/ase14blogger) for more information)

Read more → ([http://www.affiliatesummit.com/event/affiliate-marketing-bloggers-event/?instance\\_id=1354](http://www.affiliatesummit.com/event/affiliate-marketing-bloggers-event/?instance_id=1354))

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### Early Check-In @ Broadway Ballroom Foyer

Aug 9 @ 8:00 pm – Aug 10 @ 12:00 am

Come by Saturday evening to pick up your badge and attendee bag so you can enter immediately on Sunday when the show opens!

**CATEGORIES:** [Read more → \(http://www.affiliatesummit.com/event/early-check-ase14/?instance\\_id=1187\)](http://www.affiliatesummit.com/event/early-check-ase14/?instance_id=1187)

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### Booth Setup @ Westside Ballroom

Aug 10 @ 12:00 pm – 10:00 pm

Companies with booths in the exhibit hall on the Monday and Tuesday of Affiliate Summit can setup their booths during this period.

**CATEGORIES:** [Read more → \(http://www.affiliatesummit.com/event/booth-setup-2/?instance\\_id=1188\)](http://www.affiliatesummit.com/event/booth-setup-2/?instance_id=1188)

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### Conference Check-In @ Broadway Ballroom Foyer

Aug 10 @ 12:00 pm – 10:00 pm

Pick up your conference badge and attendee bag, and get started with Affiliate Summit.

[Read more → \(http://www.affiliatesummit.com/event/conference-check-in-ase14/?instance\\_id=1189\)](http://www.affiliatesummit.com/event/conference-check-in-ase14/?instance_id=1189)

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### Meet Market Setup @ Broadway Ballroom North & South

Aug 10 @ 9:00 am – 12:00 pm

Companies with tables in the Meet Market on the Sunday afternoon of Affiliate Summit can setup their booths during this period.

**CATEGORIES:** [Read more → \(http://www.affiliatesummit.com/event/meet-market-setup/?instance\\_id=1358\)](http://www.affiliatesummit.com/event/meet-market-setup/?instance_id=1358)

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### First Timers Orientation for Affiliate Summit @ Astor Ballroom

Aug 10 @ 2:00 pm – 2:45 pm

Join Affiliate Summit Co-Founder Shawn Collins for tips and advice for getting the most out of your time at Affiliate Summit.

**Experience level:** Beginner

**Target audience:** Affiliate/Publisher, Merchant/Advertiser, Network

**Niche/vertical:** Networking

- Shawn Collins (<http://www.affiliatesummit.com/shawn-collins/>), Co-founder, Affiliate Summit (Twitter @affiliatetip (<https://twitter.com/affiliatetip>))

(This Session is Open to all Pass Holders)

[Read more → \(http://www.affiliatesummit.com/event/first-timers-orientation-affiliate-summit-2/?instance\\_id=1190\)](http://www.affiliatesummit.com/event/first-timers-orientation-affiliate-summit-2/?instance_id=1190)

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**Session 1a – The Super Affiliate Toolkit for WordPress @ Astor Ballroom**

Aug 10 @ 11:00 am – 12:00 pm

David and Jeremy share their best high-powered tips for using WordPress to crank out high quality content and increase commissions. Publish like a super affiliate with the WordPress toolkit!

**Experience level:** Intermediate**Target audience:** Affiliate/Publisher**Niche/vertical:** WordPress

- Jeremy Palmer (<http://www.affiliatesummit.com/jeremy-palmer/>), Founding Partner, Growing Digital, LLC. (<http://growingdigital.com/>) (Twitter @jeremypalmer (<https://twitter.com/#!/jeremypalmer>))
- David Vogelpohl (<http://www.affiliatesummit.com/david-vogelpohl/>), CEO, Marketing Clique (<http://www.marketingclique.com>) (Twitter @davidvmc (<https://twitter.com/#!/davidvmc>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**

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**Session 1b – Monetizing Your Site – Missed Opportunities & Live Reviews @ SoHo Complex**

Aug 10 @ 3:00 pm – 4:00 pm

Learn how to find missed places and ways to monetize your site. You'd be surprised what you may be missing, tools you could be using & have your site reviewed if you'd like.

**Experience level:** Beginner**Target audience:** Affiliate/Publisher**Niche/vertical:** Monetization

- Adam Riemer (<http://www.affiliatesummit.com/adam-riemer/>), President, Adam Riemer Marketing (<http://www.adamriemer.me>) (Twitter @rollerblader (<https://twitter.com/#!/rollerblader>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

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**Session 1c – Become the Publisher Merchants Want You to Be @ Majestic Complex**

Aug 10 @ 3:00 pm – 4:00 pm

8 proven principles on becoming the publisher merchants want you to be to allow for growth in your business and generate more sales.

**Experience level:** Beginner**Target audience:** Affiliate/Publisher**Niche/vertical:** Publisher Advancement

- Jesse Morgan (<http://www.affiliatesummit.com/jesse-morgan/>), Affiliate Marketing Manager, Magazines.com (<http://www.Magazines.com>) (Twitter @jc\_morgan ([https://twitter.com/#!/jc\\_morgan](https://twitter.com/#!/jc_morgan))) – **Moderator**
- Joan Alpogianis (<http://www.affiliatesummit.com/joan-alpogianis/>), Senior Manager, Client Services, Rakuten LinkShare (<http://www.linkshare.com>) (Twitter @LinkShareBlog (<http://www.twitter.com/LinkShareBlog>))
- Gabe Carreras (<http://www.affiliatesummit.com/gabe-carreras/>), Director, Merchant Development, Cartera Commerce (<http://www.cartera.com>) (Twitter @CarteraCommerce (<http://www.twitter.com/CarteraCommerce>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**
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**Session 1d – Affiliate Storefronts and the Future of Digital Fundraising @ Shubert Complex**

Aug 10 @ 11:00 am – 12:00 pm

Storefronts are revolutionizing both affiliate marketing and fundraising, letting merchants connect with non-traditional affiliates and giving nonprofits a robust new digital channel to raise money.

**Experience level:** Intermediate**Target audience:** Merchant/Advertiser**Niche/vertical:** Affiliate Storefronts

- Robert Glazer (<http://www.affiliatesummit.com/robert-glazer/>), Founder and Managing Director, Acceleration Partners (<http://www.acceleration-partners.com>) (Twitter @accelerationpar (<https://twitter.com/#/accelerationpar>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

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**Meet Market @ Broadway Ballroom North & South**

Aug 10 @ 4:00 pm – 10:00 pm

Affiliate Summit kicks off with an extended session of structured, face to face networking. Merchants will have tables set to meet with affiliates to discuss their affiliate programs and cut deals. Vendors that cater to affiliates and merchants will also have tables to share information about their products and services.

Each table is a meeting spot for teaching, learning, closing deals, creating partnerships and finding new opportunities.

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**Press Room @ Duffy**

Aug 10 @ 4:00 pm – 10:00 pm

The Press Room is an area reserved for credentialed press to grab some desk space, blog, interview, relax, and network. Heather Diamani will head up the Affiliate Summit Press Room, where she will be acting as liaison between Affiliate Summit and the press attending the show.

- Heather Diamani (<http://www.affiliatesummit.com/heather-diamani/>), Owner, BlendHappy (<http://blendhappy.com/>) (Twitter @blendhappy (<https://twitter.com/Blendhappy>))

**CATEGORIES:**
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**Session 2a -Six-Figure Mastery: The Cure for the Common Blog @ Astor Ballroom**

Aug 10 @ 4:30 pm – 5:30 pm

This session will break down what it takes to go from an average blogger to building yourself up as an authority and trusted brand. Also covering affiliate marketing, building brands and monetization.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Blogging

- John Chow (<http://www.affiliatesummit.com/john-chow/>), Titles Are For Wimps, John Chow dot Com (<http://www.johnchow.com>) (Twitter @johnchow (<http://www.twitter.com/johnchow>)) – **Moderator**
- Syed Balkhi (<http://www.affiliatesummit.com/syed-balkhi/>), Founder, WPBeginner (<http://www.WPBeginner.com>) (Twitter @wpbeginner (<http://www.twitter.com/wpbeginner>))
- Zac Johnson (<http://www.affiliatesummit.com/zac-johnson/>), President, MoneyReign Inc (<http://www.moneyreign.com/>) (Twitter @zacjohnson (<https://twitter.com/#!/zacjohnson>))
- John Rampton (<http://www.affiliatesummit.com/john-rampton/>), President, Adogy (<http://www.adogy.com>) (Twitter @johnrampton (<https://twitter.com/#!/johnrampton>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-2a-ase14/?instance\\_id=1197](http://www.affiliatesummit.com/event/session-2a-ase14/?instance_id=1197))

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### Session 2b – Link Building Reboot – Hot Strategies for More Traffic @ SoHo Complex

Aug 10 @ 4:30 pm – 5:30 pm

Overview of cutting edge link building tactics. How to leverage current events & trending topics, reverse content marketing, publisher relationship building and a discussion of pitfalls to avoid.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Links

- Roger Monti (<http://www.affiliatesummit.com/roger-monti/>), Owner, Martinibuster.com (<http://www.Martinibuster.com>) (Twitter @martinibuster (<https://twitter.com/#!/martinibuster>)) – **Moderator**
- Scott Polk (<http://www.affiliatesummit.com/scott-polk/>), President, ObsidianEdge (<http://www.ObsidianEdge.com>) (Twitter @scottpolk (<https://twitter.com/#!/scottpolk>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

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### Session 2c – Driving Revenue with Gamification @ Majestic Complex

Aug 10 @ 4:30 pm – 5:30 pm

Learn how to use contests, promotions, and game theory to improve customer loyalty, boost traffic, and increase sales. We'll walk through specific case studies and analyze what does & does not work.

**Experience level:** Intermediate

**Target audience:** Merchant/Advertiser

**Niche/vertical:** Gamification

- Sean Steinmarc (<http://www.affiliatesummit.com/sean-steinmarc/>), Founder, psGive (<http://www.psGive.org>) (Twitter @steinmarc (<https://twitter.com/#!/steinmarc>))

(This session is open to VIP and All Access pass holders only)

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### Session 2d – Successful Content Marketing in 30 Minutes a Day @ Shubert Complex

Aug 10 @ 4:30 pm – 5:30 pm

Content is king. Coming up with great stuff share and write about every day is hard. Learn how to keep your social media, blogs, and newsletters active with great content, for you and your clients.

**Experience level:** Intermediate

**Target audience:** General

**Niche/vertical:** Content

- Scott Jangro (<http://www.affiliatesummit.com/scott-jangro/>), President & Co-Founder, Shareist, Inc (<http://www.shareist.com>) (Twitter @jangro (<https://twitter.com/#!/jangro>))

(This session is open to VIP and All Access pass holders only)

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### VIP & All Access Snack Break @ Empire Complex

Aug 10 @ 5:00 pm – 7:00 pm

Take a break from the networking and education for some snacks and drinks in a relaxed networking environment.

(This Event is Open to VIP and All Access Pass Holders with Snack Tickets Only)



Read more → ([http://www.affiliatesummit.com/event/vip-all-access-snack-break-ase14/?instance\\_id=1201](http://www.affiliatesummit.com/event/vip-all-access-snack-break-ase14/?instance_id=1201))

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### Session 3a – SEO, Link Building, Authorship, & Surviving Google Updates @ Astor Ballroom

Aug 10 @ 6:00 pm – 7:00 pm

SEO is changing, link building is changing... and if you're still using yesterdays methods, or if you're a thin affiliate, then you're bound to get hit by a Google update.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** SEO

- Jim Boykin (<http://www.affiliatesummit.com/jim-boykin/>), CEO, Internet Marketing Ninjas (<http://www.internetmarketingninjas.com>) (Twitter @jimboykin (<http://www.twitter.com/jimboykin>))

(This session is open to VIP and All Access pass holders only)

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### Session 3b – How to Build a Successful Blog @ SoHo Complex

Aug 10 @ 6:00 pm – 7:00 pm

I will take you by the hand & show you how to build a successful blog step by step. The lively no holds barred presentation will reveal all of my personal secrets, tricks and tips over my shoulder.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Blogging

- Matthew Woodward (<http://www.affiliatesummit.com/matthew-woodward/>), Blogger, MatthewWoodward.co.uk (<http://www.MatthewWoodward.co.uk>) (Twitter @mattwoodwarduk (<https://twitter.com/#!/mattwoodwarduk>))

(This session is open to VIP and All Access pass holders only)

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### Session 3c – How to Leverage Facebook Advertising to Grow Your Business @ Majestic Complex

Aug 10 @ 6:00 pm – 7:00 pm

Attendees to this session will leave knowing how to use Facebook ads to grow their following, increase engagement, build a list, retarget site visitors on Facebook, and increase affiliate sales.

**Experience level:** Intermediate

**Target audience:** Affiliates / Merchants

**Niche/vertical:** Facebook

- Nathan Smith (<http://www.affiliatesummit.com/nathan-smith/>), President, Zynali Marketing Solutions (<http://www.zynali.com>) (Twitter @CoffeeNate (<https://twitter.com/#!/CoffeeNate>)) – **Moderator**
- Ashley Coombe (<http://www.affiliatesummit.com/ashley-coombe/>), Marketing Director, Prosperent (<http://www.Prospere.com>) (Twitter @ashleybcoombe (<https://twitter.com/#!/ashleybcoombe>))
- Shannon Vogel (<http://www.affiliatesummit.com/shannon-vogel/>), Owner, The Be Scene (<http://www.thebe-scene.com>) (Twitter @thebescene (<https://twitter.com/#!/thebescene>))

(This session is open to VIP and All Access pass holders only)

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Read more → ([http://www.affiliatesummit.com/event/session-3c-ase14/?instance\\_id=1204](http://www.affiliatesummit.com/event/session-3c-ase14/?instance_id=1204))

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### Session 3d – Rethinking Today's Hot Issues Affecting Affiliate Programs @ Shubert Complex

Aug 10 @ 2:00 pm – 3:00 pm

Reduced coupon site payouts, toolbars, click attribution – have you evaluated these choices for your program lately? This diverse experienced panel discusses the pros & cons of today's tough issues.

**Experience level:** Intermediate

**Target audience:** Merchant/Advertiser

**Niche/vertical:** Affiliate Program Structure

- Jeannine Crooks (<http://www.affiliatesummit.com/jeannine-crooks/>), Senior Account Manager, Affiliate Window (<http://www.affiliatewindow.com>) (Twitter @Jeannine\_Crooks ([https://twitter.com/#!/Jeannine\\_Crooks](https://twitter.com/#!/Jeannine_Crooks))) – **Moderator**
- Rick Gardiner (<http://www.affiliatesummit.com/rick-gardiner/>), CEO, iAffiliate Management (<http://www.iaffiliatemanagement.com>) (Twitter @rickgardiner (<https://twitter.com/#!/rickgardiner>))
- John LoBrutto (<http://www.affiliatesummit.com/john-jobrutto/>), Director of Affiliate Partnerships, 1&1 Internet, Inc (<http://www.1and1.com>) (Twitter @1and1affiliate (<https://twitter.com/#!/1and1affiliate>))
- Alan Rapoport (<http://www.affiliatesummit.com/alan-rapoport/>), Director of Merchant Management, DealTaker.com (<http://www.DealTaker.com>) (Twitter @bigalrap (<https://twitter.com/#!/bigalrap>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-3d-ase14/?instance\\_id=1332](http://www.affiliatesummit.com/event/session-3d-ase14/?instance_id=1332))

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### Session 4a – YouTube Video Optimization @ Astor Ballroom

Aug 10 @ 7:30 pm – 7:48 pm

How to make professional cost effective videos, optimize your videos so they will appear on the top of the search engines, and use YouTube built-in features.

**Experience level:** Beginner

**Target audience:** Affiliate/Publisher

**Niche/vertical:** YouTube

- Akiva Ben-Ezra (<http://www.affiliatesummit.com/akiva-ben-ezra/>), CEO, BenEzra Marketing (<http://www.benezramarketing.com>) (Twitter @akivabenezra (<http://www.twitter.com/akivabenezra>))

(This session is open to VIP and All Access pass holders only)

CATEGORIES:

Read more → ([http://www.affiliatesummit.com/event/session-4a-ase14/?instance\\_id=1206](http://www.affiliatesummit.com/event/session-4a-ase14/?instance_id=1206))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Session 4b – The Next Generation of Data for New Levels of Optimization @ SoHo Complex

Aug 10 @ 7:30 pm – 7:48 pm

Data is abundantly available for online transactions. So, why aren't many in our industry using data beyond EPC to optimize? Learn about new levels of optimization with the next generation of data.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Optimization

- Choots Humphries (<http://www.affiliatesummit.com/choots-humphries/>), Co-President, LinkConnector (<http://www.LinkConnector.com>) (Twitter @LinkConnector (<https://twitter.com/#!/LinkConnector>))

(This session is open to VIP and All Access pass holders only)

CATEGORIES:

Read more → ([http://www.affiliatesummit.com/event/session-4b-ase14/?instance\\_id=1207](http://www.affiliatesummit.com/event/session-4b-ase14/?instance_id=1207))

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### Session 4c – 3 Tips for Optimizing Conversions Using Math, Not Feelings @ Majestic Complex

Aug 10 @ 3:30 pm – 3:48 pm

We'll talk about 3 specific tactics for optimizing your conversion funnel using actual statistics. We'll cover two entry points: Facebook and Google. We'll then talk about on-site optimization.

**Experience level:** Intermediate

**Target audience:** Merchant/Advertiser

**Niche/vertical:** Conversions

- James Thompson (<http://www.affiliatesummit.com/james-thompson/>), Co-Founder, Daft Labs, LLC (<http://www.daftlabs.com>) (Twitter @jtgraphic (<https://twitter.com/#!/jtgraphic>))

(This session is open to VIP and All Access pass holders only)

CATEGORIES:

Read more → ([http://www.affiliatesummit.com/event/session-4c-ase14/?instance\\_id=1335](http://www.affiliatesummit.com/event/session-4c-ase14/?instance_id=1335))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

#### Session 4d – How-To Guide on Affiliate Retention Techniques @ Shubert Complex

Aug 10 @ 7:30 pm – 7:48 pm

Understand what drives affiliate migration between merchants and see the best proven ways to turn that around. See how to pump energy to inactive affiliates and make them sell.

**Experience level:** Beginner

**Target audience:** Merchant/Advertiser

**Niche/vertical:** Affiliate Retention

- Cristian Miculi (<http://www.affiliatesummit.com/cristian-miculi/>), Sr. Affiliate Marketing Manager, Avangate (<http://www.Avangate.com>) (Twitter @affiliatedoc (<https://twitter.com/#!/affiliatedoc>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

[Read more → \(http://www.affiliatesummit.com/event/session-4d-ase14/?instance\\_id=1209\)](http://www.affiliatesummit.com/event/session-4d-ase14/?instance_id=1209)

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#### Opening Remarks & Elevator Pitches @ Astor Ballroom

Aug 10 @ 4:30 pm – 5:30 pm

Step up on stage to let the crowd know what you're looking for (leads, affiliates, certain types of affiliate program).

- Rachel Honoway (<http://www.affiliatesummit.com/rachel-honoway/>), CEO, For Me To Coupon (<http://www.formetocoupon.com>) (Twitter @rachelhonoway (<https://twitter.com/rachelhonoway>))

(This session is open to All Pass Holders)

[Read more → \(http://www.affiliatesummit.com/event/opening-remarks-elevator-pitches-ase14/?instance\\_id=1210\)](http://www.affiliatesummit.com/event/opening-remarks-elevator-pitches-ase14/?instance_id=1210)

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#### Newcomer Program Meetup @ Empire Complex

Aug 10 @ 10:30 pm – 11:30 pm

The Affiliate Summit Newcomer Program helps connect first time attendees with Affiliate Summit veterans.

Conference veterans volunteer their time to share their past experience ideas and information to help newcomers optimize their time at the conference.

This is an opportunity for those first time attendees and conference veterans to meet.

- Heather Diamani (<http://www.affiliatesummit.com/heather-diamani/>), Owner, BlendHappy (<http://blendhappy.com/>) (Twitter @blendhappy (<https://twitter.com/Blendhappy>))

(Open to all attendees enrolled in the Affiliate Summit Newcomer Program)

[Read more → \(http://www.affiliatesummit.com/event/newcomer-program-meetup-ase14/?instance\\_id=1211\)](http://www.affiliatesummit.com/event/newcomer-program-meetup-ase14/?instance_id=1211)

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#### Conference Check-In @ Broadway Ballroom Foyer

Aug 11 @ 7:30 am – 5:00 pm

Pick up your conference badge and attendee bag, and get started with Affiliate Summit.

 [Read more → \(http://www.affiliatesummit.com/event/conference-check-in-ase14-2/?instance\\_id=1343\)](http://www.affiliatesummit.com/event/conference-check-in-ase14-2/?instance_id=1343)

**CATEGORIES:** AFFILIATE SUMMIT EAST 2014 AGENDA ([HTTP://WWW.AFFILIATESUMMIT.COM/14E-AGENDA/CAT\\_IDS-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**  
 ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Press Room @ Duffy

Aug 11 @ 12:30 pm – 10:00 pm

The Press Room is an area reserved for credentialed press to grab some desk space, blog, interview, relax, and network. Heather Diamani will head up the Affiliate Summit Press Room, where she will be acting as liaison between Affiliate Summit and the press attending the show.

- Heather Diamani (<http://www.affiliatesummit.com/heather-diamani/>), Owner, BlendHappy (<http://blendhappy.com/>) (Twitter @blendhappy (<https://twitter.com/Blendhappy>))

 **CATEGORIES:** [Read more → \(http://www.affiliatesummit.com/event/press-room-2/?instance\\_id=1213\)](http://www.affiliatesummit.com/event/press-room-2/?instance_id=1213)

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### Buffet Breakfast @ Broadway Ballroom North & South

Aug 11 @ 1:00 pm – 2:00 pm

(Breakfast is open to VIP and All Access pass holders with breakfast tickets only)

 **CATEGORIES:** [Read more → \(http://www.affiliatesummit.com/event/buffet-breakfast-ase14/?instance\\_id=1214\)](http://www.affiliatesummit.com/event/buffet-breakfast-ase14/?instance_id=1214)

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 ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Coffee Service @ Broadway Ballroom North & South

Aug 11 @ 10:00 am – 11:00 am

Get some caffeine and take advantage of the tables and WiFi to have meetings or catch up on work.

 **CATEGORIES:** [Read more → \(http://www.affiliatesummit.com/event/coffee-service-ase14/?instance\\_id=1345\)](http://www.affiliatesummit.com/event/coffee-service-ase14/?instance_id=1345)

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 ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Exhibit Hall @ Westside Ballroom

Aug 11 @ 2:00 pm – 9:00 pm

Meet with a wide selection of affiliate programs, networks, affiliate program managers, and vendors.

(Exhibitors may set up beginning at 9:00 am.)

 **CATEGORIES:** [Read more → \(http://www.affiliatesummit.com/event/exhibit-hall-ase14/?instance\\_id=1216\)](http://www.affiliatesummit.com/event/exhibit-hall-ase14/?instance_id=1216)

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 ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Session 5a – Surviving the SEO Evolution @ Astor Ballroom

Aug 11 @ 2:00 pm – 3:00 pm

SEO is dead? Not even close. It's evolved. This session will take a look at what's changed, what's stayed the same & how merchants & affiliates alike can not only survive those changes, but thrive.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher, Merchant/Advertiser

**Niche/vertical:** SEO

- Rae Hoffman (<http://www.affiliatesummit.com/rae-hoffman/>), CEO, Sugarrae (<http://www.Sugarrae.com>) (Twitter @sugarrae (<https://twitter.com/#!/sugarrae>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-5a-ase14/?instance\\_id=1217](http://www.affiliatesummit.com/event/session-5a-ase14/?instance_id=1217))

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### Session 5b – Live Affiliate Program Reviews – 2 Managers, 2 Affiliates @ SoHo Complex

Aug 11 @ 10:00 am – 11:00 am

Affiliates will learn how to evaluate new programs. Merchants will learn how to window dress for recruitment. We will look at commissions, cookies, datafeeds, creative, deals, landing pages, etc.

**Experience level:** Beginner

**Target audience:** Affiliate/Publisher, Merchant/Advertiser

**Niche/vertical:** Affiliate Program Reviews

- Greg Hoffman (<http://www.affiliatesummit.com/greg-hoffman/>), President, Greg Hoffman Consulting (<http://www.greghoffmanconsulting.com>) (Twitter @akagorilla (<https://twitter.com/#!/akagorilla>)) – **Moderator**
- Mike Buechele (<http://www.affiliatesummit.com/mike-buechele/>), Owner, Adalytical (<http://www.Adalytical.com>) (Twitter @mikebuechele (<http://www.twitter.com/mikebuechele>))
- Christen Moynihan (<http://www.affiliatesummit.com/christen-moynihan/>), Editorial and Accounts Manager, Broke-Ass Media (<http://www.brokeassbride.com>) (Twitter @brokeasschris10 (<https://twitter.com/#!/brokeasschris10>))
- Jennifer Myers Ward (<http://www.affiliatesummit.com/jennifer-myers-ward/>), CEO, ebove & beyond, inc. (<http://www.eboveandbeyond.com>) (Twitter @jenmyersward (<https://twitter.com/#!/jenmyersward>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-5b-ase14/?instance\\_id=1340](http://www.affiliatesummit.com/event/session-5b-ase14/?instance_id=1340))

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### Session 5c – 5 Foundational Pillars of Affiliate Program's Success @ Majestic Complex

Aug 11 @ 2:00 pm – 3:00 pm

Affiliate program management entails 5 major processes: affiliate recruitment, activation, policing, communication, and optimization. Geno will equip you with knowledge to effectively handle all five.

**Experience level:** Intermediate

**Target audience:** Merchant/Advertiser

**Niche/vertical:** Affiliate Management

- Geno Prussakov (<http://www.affiliatesummit.com/geno-prussakov/>), CEO & Founder, AM Navigator LLC (<http://www.amnavigator.com>) (Twitter @ePrussakov (<https://twitter.com/#!/ePrussakov>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-5c-ase14/?instance\\_id=1219](http://www.affiliatesummit.com/event/session-5c-ase14/?instance_id=1219))

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**Session 5d – Dynamic Affiliate Payouts – When to Increase and When to Cut @ Shubert Complex**

Aug 11 @ 2:00 pm – 3:00 pm

Discussion on a merchants' need to focus on long-term customer acquisition goals through direct e-commerce sales and understand which payouts make the most sense for which affiliate models.

**Experience level:** Intermediate**Target audience:** Merchant/Advertiser**Niche/vertical:** Payouts

- Paul Schroader (<http://www.affiliatesummit.com/paul-schroader/>), President, PS Web Solutions, Inc. (<http://www.pswwebsolutions.com>) (Twitter @pswebs (<https://twitter.com/#!/pswebs>)) – **Moderator**
- Joseph Hansen (<http://www.affiliatesummit.com/joseph-hansen/>), Owner, Evolved Group (<http://www.evolvedgroup.com>) (Twitter @Entremarketer (<https://twitter.com/#!/Entremarketer>))
- Chris Kramer (<http://www.affiliatesummit.com/chris-kramer/>), Partner, House of Kaizen (<http://www.houseofkaizen.com>) (Twitter @chriskramer (<https://twitter.com/#!/chriskramer>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-5d-ase14/?instance\\_id=1220](http://www.affiliatesummit.com/event/session-5d-ase14/?instance_id=1220))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Opening Remarks & Keynote @ Broadway Ballroom North & South**

Aug 11 @ 3:15 pm – 4:15 pm

Get an overview of the day ahead, as well as hearing the keynote address.

- Rachel Honoway (<http://www.affiliatesummit.com/rachel-honoway/>), CEO, For Me To Coupon (<http://www.formetocoupon.com>) (Twitter @rachelhonoway (<https://twitter.com/rachelhonoway>))
- Rich Salgado (<http://www.affiliatesummit.com/rich-salgado/>), Founder, Coastal Advisors (<http://www.coastaladvisorsllc.com>) (Twitter @CoastalAdvisors (<https://twitter.com/#!/CoastalAdvisors>))

(This session is open to all pass holders)



Read more → ([http://www.affiliatesummit.com/event/opening-remarks-keynote-ase14/?instance\\_id=1221](http://www.affiliatesummit.com/event/opening-remarks-keynote-ase14/?instance_id=1221))

**CATEGORIES:** AFFILIATE SUMMIT EAST 2014 AGENDA ([http://www.affiliatesummit.com/14e-agenda/cat\\_ids-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**

ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Luncheon Buffet @ Broadway Ballroom North & South**

Aug 11 @ 4:30 pm – 5:45 pm

(Lunch is open to VIP and All Access pass holders with lunch tickets only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/luncheon-buffet-ase14/?instance\\_id=1222](http://www.affiliatesummit.com/event/luncheon-buffet-ase14/?instance_id=1222))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Coffee Service @ Broadway Ballroom North & South**

Aug 11 @ 6:00 pm – 10:00 pm

Get some caffeine and take advantage of the tables and WiFi to have meetings or catch up on work.

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/coffee-service-5/?instance\\_id=1223](http://www.affiliatesummit.com/event/coffee-service-5/?instance_id=1223))

AFFILIATE SUMMIT EAST 2014 AGENDA ([http://www.affiliatesummit.com/14e-agenda/cat\\_ids-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**

ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Session 6a – Blueprint to Hit 7 Figures in 12 Months on Facebook @ Astor Ballroom**

Aug 11 @ 6:00 pm – 7:00 pm

How to go from 0 to 7 figures in 6 to 12 months with Facebook, affiliate marketing, and owning your own products.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Facebook

- Bryant Hussey (<http://www.affiliatesummit.com/bryant-hussey/>), Director of Online Marketing, Atlantic Coast Media Group (<http://atlanticcoastmediagroup.com/>) (Twitter @BRY237 (<https://twitter.com/#!/BRY237>)) – **Moderator**
- JJ Alan (<http://www.affiliatesummit.com/jj-alan/>), CEO/Owner, Creative Ventures Media (<http://www.thejjan.com/>) (Twitter @TheJJAlan (<http://www.twitter.com/TheJJAlan>))
- Ian Fernando (<http://www.affiliatesummit.com/ian-fernando/>), Boss, Jersey Consolidated, LLC (<http://www.ianfernando.com/>) (Twitter @ianeternet (<https://twitter.com/#!/ianeternet>))
- Derek Lester (<http://www.affiliatesummit.com/derek-lester/>), CEO, 4th Gear Media (<http://www.4thgearmedia.com/>) (Twitter @4thgearmedia (<https://twitter.com/#!/4thgearmedia>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-6a-ase14/?instance\\_id=1224](http://www.affiliatesummit.com/event/session-6a-ase14/?instance_id=1224))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Session 6b – Content-Driven Commerce: Affiliate Marketing Gets a Makeover @ SoHo Complex

Aug 11 @ 2:00 pm – 3:00 pm

Content-driven commerce has changed the affiliate landscape, bringing a new class of influence to merchants. Hear how content creators, merchants, and tech are working together to drive performance.

**Experience level:** Beginner

**Target audience:** Affiliate/Publisher, Merchant/Advertiser, Network

**Niche/vertical:** Content-Driven Commerce

- Todd Crawford (<http://www.affiliatesummit.com/todd-crawford/>), VP Strategic Initiatives, Impact Radius (<http://www.impactradius.com/>) (Twitter @toddcrawford (<https://twitter.com/#!/toddcrawford>))
- Vladimir Dusil (<http://www.affiliatesummit.com/vladimir-dusil/>), COO, PurseBlog.com (<http://www.PurseBlog.com/>) (Twitter @purseblog (<https://twitter.com/#!/purseblog>))
- Oliver Roup (<http://www.affiliatesummit.com/oliver-roup/>), CEO and Founder, VigLink (<http://www.VigLink.com/>) (Twitter @ORoup (<https://twitter.com/#!/ORoup>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-6b-ase14/?instance\\_id=1344](http://www.affiliatesummit.com/event/session-6b-ase14/?instance_id=1344))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Session 6c – Advertisers: Why Commission Segmentation Matters to You @ Majestic Complex

Aug 11 @ 6:00 pm – 7:00 pm

Attribution analytics have made it possible to design commission segmentation strategies that cut costs while rewarding publishers who drive quality results.

**Experience level:** Intermediate

**Target audience:** Merchant/Advertiser

**Niche/vertical:** Savings

- Brook Schaaf (<http://www.affiliatesummit.com/brook-schaaf/>), CEO, Schaaf-PartnerCentric (<http://www.schaafpc.com/>) (Twitter @schaafpc (<https://twitter.com/#!/schaafpc>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-6c-ase14/?instance\\_id=1226](http://www.affiliatesummit.com/event/session-6c-ase14/?instance_id=1226))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Session 6d – From the Vault: The Best of the Best @ Shubert Complex**

Aug 11 @ 6:00 pm – 7:00 pm

Tried and true program strategies that work! This session will provide examples and tactics for creatives, newsletters, coupons, and promotions that we have seen to be most effective for merchants.

**Experience level:** Intermediate

**Target audience:** Merchant/Advertiser

**Niche/vertical:** Best Practices

- Sarah Beeskow Blay (<http://www.affiliatesummit.com/sarah-beeskow/>), Director of Client Services, ShareASale.com, Inc (<http://www.shareasale.com>) (Twitter @sarah\_bees ([http://www.twitter.com/sarah\\_bees](http://www.twitter.com/sarah_bees)))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-6d-ase14/?instance\\_id=1227](http://www.affiliatesummit.com/event/session-6d-ase14/?instance_id=1227))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Session 7a – Full Speed Ahead: Accelerating Your Program @ Astor Ballroom**

Aug 11 @ 7:30 pm – 8:30 pm

Sustained growth for large programs requires focus, discipline and creativity. How do you steam forward to build and maintain your competitive edge while avoiding the headwinds and other obstacles?

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Growth

- Brian Marcus (<http://www.affiliatesummit.com/brian-marcus/>), Director, eBay Partner Network, eBay (<http://www.eBay.com>) (Twitter @eBayPartnerNet (<https://twitter.com/#!/eBayPartnerNet>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-7a-ase14/?instance\\_id=1228](http://www.affiliatesummit.com/event/session-7a-ase14/?instance_id=1228))

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**Session 7b – 21 Advanced Paid Search Tips You Can Implement Today @ SoHo Complex**

Aug 11 @ 7:30 pm – 8:30 pm

Improve your current paid search campaigns in Google & Bing by implementing these advanced tips and techniques. Take home checklist provided.

**Experience level:** Advanced

**Target audience:** Affiliate/Publisher, Merchant/Advertiser

**Niche/vertical:** Paid Search

- Don Batsford, Jr. (<http://www.affiliatesummit.com/don-batsford-jr/>), Senior Account Manager, Google (<http://www.google.com>) (Twitter @batsford (<http://www.twitter.com/batsford>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-7b-ase14/?instance\\_id=1360](http://www.affiliatesummit.com/event/session-7b-ase14/?instance_id=1360))

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**Session 7c – Data – the Lifeblood of the Affiliate Marketing industry @ Majestic Complex**

Aug 11 @ 3:30 pm – 4:30 pm

Like it or not, you're in the 'big data' industry. I will discuss best practices, privacy concerns, and avoiding legal liability while maximizing opportunities when handling this precious commodity.

**Experience level:** Intermediate

**Target audience:** Merchant/Advertiser, Network

**Niche/vertical:** Data

- Gary Kibel (<http://www.affiliatesummit.com/gary-kibel/>), Partner, Davis & Gilbert LLP (<http://www.dglaw.com>) (Twitter @GaryKibel\_law ([https://twitter.com/#!/GaryKibel\\_law](https://twitter.com/#!/GaryKibel_law)))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-7c-ase14/?instance\\_id=1349](http://www.affiliatesummit.com/event/session-7c-ase14/?instance_id=1349))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Session 7d – Getting the Most Out of Networking: Best Practices Revealed @ Shubert Complex**

Aug 11 @ 7:30 pm – 8:30 pm

Affiliates and merchants know that networking is important but are likely not doing enough of it. Learn the benefits networking can give you plus concrete methods you should start using today.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Networking

- Vanessa Branco (<http://www.affiliatesummit.com/vanessa-branco/>), Founder, Versa9 (<http://www.Versa9.com>) (Twitter @VanBranc (<http://www.twitter.com/VanBranc>))
- Tricia Meyer (<http://www.affiliatesummit.com/tricia-meyer/>), Owner, Sunshine Rewards (<http://www.sunshinerewards.com>) (Twitter @sunshinetricia (<https://twitter.com/#!/sunshinetricia>))
- Eric Nagel (<http://www.affiliatesummit.com/eric-nagel/>), President, Eric Nagel & Associates, Inc. (<http://www.ericnagel.com>) (Twitter @ericnagel (<https://twitter.com/#!/ericnagel>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-7d-ase14/?instance\\_id=1231](http://www.affiliatesummit.com/event/session-7d-ase14/?instance_id=1231))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Session 8a – CPC vs. CPM and How Run Your Campaigns on Each Model @ Astor Ballroom**

Aug 11 @ 8:40 pm – 8:58 pm

CPC and CPM are two dominant ways that traffic sources sell their traffic. Learn how to maximize campaign gains and minimize losses by learning the pros and cons of each model.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** CPC

- Benjamin Louie (<http://www.affiliatesummit.com/benjamin-louie/>), Advertising Manager, PlentyOfFish Media (<http://www.pof.com>) (Twitter @benpof (<https://twitter.com/#!/benpof>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-8a-ase14/?instance\\_id=1232](http://www.affiliatesummit.com/event/session-8a-ase14/?instance_id=1232))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Session 8b – Generate a Content Strategy to Create Rabid Fans and Buyers @ SoHo Complex**

Aug 11 @ 8:40 pm – 8:58 pm

Success through content marketing requires a powerful content strategy. I'll teach you how to build user personas, optimize your content sales funnel and organize an expert content marketing team.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Content

- Corey Post (<http://www.affiliatesummit.com/corey-post/>), Founder, Agile Leverage (<http://www.agileleverage.com>) (Twitter @coreypost (<https://twitter.com/#!/coreypost>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-8b-ase14/?instance\\_id=1233](http://www.affiliatesummit.com/event/session-8b-ase14/?instance_id=1233))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Session 8c – So, You Tried Mobile RTB and It Didn't Work. Find Out Why! @ Majestic Complex**

Aug 11 @ 8:40 pm – 8:58 pm

Mobile RTB traffic is powerful for performance marketing, but many affiliates have tried and failed. Those that are "in-the-know" understand the tricks to the trade. Come learn the tips you need!

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Mobile

- Tom Desaulniers (<http://www.affiliatesummit.com/tom-desaulniers/>), President, Go2mobi (<http://www.Go2mobi.com>) (Twitter @Go2mobi (<https://twitter.com/#!/Go2mobi>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-8c-ase14/?instance\\_id=1234](http://www.affiliatesummit.com/event/session-8c-ase14/?instance_id=1234))

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**Session 8d – Stop Leaking Leads. Get More Leads Without Spending More. @ Shubert Complex**

Aug 11 @ 8:40 pm – 8:58 pm

Most affiliates and advertisers are leaking leads because of simple mistakes. By fixing common mistakes affiliates and advertisers can boost their ROI and increase revenue without increasing spend.

**Experience level:** Beginner

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Leaked Leads

- Frank Kasimov (<http://www.affiliatesummit.com/frank-kasimov/>), Co-founder, LeadsMarket.com (<http://www.LeadsMarket.com>) (Twitter @leadsmarketcom (<https://twitter.com/#!/leadsmarketcom>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-8d-ase14/?instance\\_id=1235](http://www.affiliatesummit.com/event/session-8d-ase14/?instance_id=1235))

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### Ask the Experts Roundtables @ Broadway Ballroom North & South

Aug 11 @ 5:00 pm – 6:00 pm

Ask the Experts Roundtables (<http://www.affiliatesummit.com/ask-the-experts-roundtables/>) will be an opportunity for merchants, networks and affiliates to ask questions about various specialties and issues.

Handpicked experts will handle topics in their specialty, and conduct chats, answer questions and share opinions during this networking and education session.

- **Battle Royale: Choosing the Best Campaign Analytics Tools:** Jeff Reitzen (<http://www.affiliatesummit.com/jeff-reitzen/>), SVP Sales, DR, CPXi (<http://www.cpxi.com>) (Twitter @cpxsalesguy (<https://twitter.com/#!/cpxsalesguy>))
- **Branding, Marketing, and Beating the S@%T Out of YouTube:** Jared Polin (<http://www.affiliatesummit.com/jared-polin/>), CEO FRO, FroKnowsPhoto (<http://www.froknowsphoto.com>) (Twitter @FroKnowsPhoto (<https://twitter.com/#!/FroKnowsPhoto>))
- **Consider... Before You Discount:** Vinayak Ahuja (<http://www.affiliatesummit.com/vinayak-ahuja/>), Business Development Director, JungleMedia (<http://www.thejungleoutthere.com>) (Twitter @Jungle\_Media ([http://www.twitter.com/Jungle\\_Media](http://www.twitter.com/Jungle_Media)))
- **Creating an Affiliate Program that Attracts a Global Audience:** Alan Ezeir (<http://www.affiliatesummit.com/alan-ezeir/>), Co-founder & President, Global Domains International, Inc. (<http://www.website.ws>) (Twitter @GDICorporate (<https://twitter.com/#!/GDICorporate>))
- **Google Shopping – Stand Out for the Crowd:** Linda Bateman (<http://www.affiliatesummit.com/linda-bateman/>), General Manager, Vertical Rail (<http://www.verticalrail.com>) (Twitter @verticalrail (<http://www.twitter.com/verticalrail>))
- **How Affiliates Can Profit with Pay Per Call Marketing:** Mike Williams (<http://www.affiliatesummit.com/mike-williams/>), Network Manager, Ring Partner Inc. (<http://www.ringpartner.com>) (Twitter @mwilliams20 (<https://twitter.com/#!/mwilliams20>))
- **How to Use Pay-Per-Call to Mix Old and New Media:** Daryl Colwell (<http://www.affiliatesummit.com/daryl-colwell/>), Senior Vice President, Matomy (<http://www.matomy.com>) (Twitter @dhcolwell (<https://twitter.com/#!/dhcolwell>))
- **Leverage Intelligent Contact Data to Strengthen Lead Quality:** Alex Algard (<http://www.affiliatesummit.com/alex-algard/>), CEO, WhitePages PRO (<http://pro.whitepages.com/>) (Twitter @whitepagespro (<http://www.twitter.com/whitepagespro>))
- **No Time to Blog? I Made 15k Posts Last Year & Built a House:** Vinny O'Hare (<http://www.affiliatesummit.com/vinny-ohare/>), President, Vincent O'Hare Consulting (<http://www.vinnyohare.com>) (Twitter @vinnyohare (<https://twitter.com/#!/vinnyohare>))
- **Not All Affiliates Are Created Equal:** Sal Conca (<http://www.affiliatesummit.com/sal-conca/>), Founder, Streamline-Marketing.com (<http://www.streamline-marketing.com>) (Twitter @salconca (<https://twitter.com/#!/salconca>))
- **Optimizing Lead Generation Campaigns for Maximum ROI:** Robert Camhe (<http://www.affiliatesummit.com/robert-camhe/>), Director of Performance Marketing, ReviMedia (<http://www.ReviMedia.com>) (Twitter @ReviMedia (<http://www.twitter.com/ReviMedia>))
- **Our Success Story: A Psychic Affiliate Program!?:** Maryanne Fiedler (<http://www.affiliatesummit.com/maryanne-fiedler/>), Director of Marketing and Brand Management, Voice Systems Engineering, Inc. (<http://www.vseinc.com>) (Twitter @maryannefiedler (<https://twitter.com/#!/maryannefiedler>))
- **Tales of Growing an Affiliate Program to 7-digits:** Barbara DeHart (<http://www.affiliatesummit.com/barbara-dehart/>), VP Desktop, Telestream, Inc. (<http://www.telestream.net>) (Twitter @telestream (<https://twitter.com/#!/telestream>))
- **Utilizing Affiliate Manager Relationships:** Trisha Lyn Fawver (<http://www.affiliatesummit.com/trisha-lyn-fawver/>), Affiliate Program Manager, Snow Consulting, Inc. (<http://www.snow-consulting.com>) (Twitter @TrishaLyn (<https://twitter.com/#!/TrishaLyn>))
- **Why Facebook is the New MySpace:** Stephanie Lichtenstein Ramos (<http://www.affiliatesummit.com/stephanie-lichtenstein/>), President, Micro Media Marketing (<http://www.micromediemarketing.com>) (Twitter @microsteph (<https://twitter.com/#!/microsteph>))
- **Working Remotely: Making it Work for You and Your Employer:** Ryan Zimmerman (<http://www.affiliatesummit.com/ryan-zimmerman/>), Director of Business Development, BlueKeel LLC (<http://www.bluekeel.com>) (Twitter @ryanonline (<https://twitter.com/#!/ryanonline>))

(This session is open to all pass holders)

Read more → ([http://www.affiliatesummit.com/event/ask-the-experts-roundtables-ase14/?instance\\_id=1361](http://www.affiliatesummit.com/event/ask-the-experts-roundtables-ase14/?instance_id=1361))

**CATEGORIES:** AFFILIATE SUMMIT EAST 2014 AGENDA ([HTTP://WWW.AFFILIATESUMMIT.COM/14E-AGENDA/CAT\\_IDS-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**  
ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Conference Check-In @ Broadway Ballroom Foyer

Aug 12 @ 12:00 pm – 7:00 pm

Pick up your conference badge and attendee bag, and get started with Affiliate Summit.

**CATEGORIES:** Read more → ([http://www.affiliatesummit.com/event/conference-check/?instance\\_id=1237](http://www.affiliatesummit.com/event/conference-check/?instance_id=1237))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Press Room @ Duffy

Aug 12 @ 12:30 pm – 8:00 pm

The Press Room is an area reserved for credentialed press to grab some desk space, blog, interview, relax, and network. Heather Diamani will head up the Affiliate Summit Press Room, where she will be acting as liaison between Affiliate Summit and the press attending the show.

- Heather Diamani (<http://www.affiliatesummit.com/heather-diamani/>), Owner, BlendHappy (<http://blendhappy.com/>) (Twitter @blendhappy (<https://twitter.com/Blendhappy>))

**CATEGORIES:** Read more → ([http://www.affiliatesummit.com/event/press-room-3/?instance\\_id=1238](http://www.affiliatesummit.com/event/press-room-3/?instance_id=1238))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Buffet Breakfast @ Broadway Ballroom North & South

Aug 12 @ 1:00 pm – 2:00 pm

(Breakfast is open to VIP and All Access pass holders with breakfast tickets only)

**CATEGORIES:** Read more → ([http://www.affiliatesummit.com/event/buffet-breakfast-ase14-2/?instance\\_id=1239](http://www.affiliatesummit.com/event/buffet-breakfast-ase14-2/?instance_id=1239))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Coffee Service @ Broadway Ballroom North & South

Aug 12 @ 10:00 am – 11:00 am

Get some caffeine and take advantage of the tables and WiFi to have meetings or catch up on work.

**CATEGORIES:** Read more → ([http://www.affiliatesummit.com/event/coffee-service-ase14-2/?instance\\_id=1346](http://www.affiliatesummit.com/event/coffee-service-ase14-2/?instance_id=1346))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

### Exhibit Hall @ Westside Ballroom

Aug 12 @ 2:00 pm – 8:00 pm

Meet with a wide selection of affiliate programs, networks, affiliate program managers, and vendors.

(Exhibitors may set up beginning at 9:00 am.)

**CATEGORIES:** Read more → ([http://www.affiliatesummit.com/event/exhibit-hall-ase14-2/?instance\\_id=1241](http://www.affiliatesummit.com/event/exhibit-hall-ase14-2/?instance_id=1241))

AFFILIATE SUMMIT EAST 2014 AGENDA ([HTTP://WWW.AFFILIATESUMMIT.COM/14E-AGENDA/CAT\\_IDS-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**  
ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

([http://www.affiliatesummit.com/14e-agenda/action~agenda/exact\\_date~1407556800/request\\_format~html/](http://www.affiliatesummit.com/14e-agenda/action~agenda/exact_date~1407556800/request_format~html/))

**Session 9a – Content + Context = Cash: The Power of Original Content @ Astor Ballroom**

Aug 12 @ 10:00 am – 11:00 am

Learn how publishers are generating heaps of revenue with by doing original content the right way. We'll look at the nuts and bolts of creating, optimizing, and measuring compelling content.

**Experience level:** Intermediate**Target audience:** Affiliate/Publisher**Niche/vertical:** Content

- David Palmer (<http://www.affiliatesummit.com/david-palmer/>), General Manager, Dedicated Media (<http://www.DedicatedMedia.com>) (Twitter @DedicatedMedia (<https://twitter.com/#!/DedicatedMedia>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-9a-ase14/?instance\\_id=1330](http://www.affiliatesummit.com/event/session-9a-ase14/?instance_id=1330))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Session 9b – How to Become a Digital Marketing and Social Media Expert @ SoHo Complex**

Aug 12 @ 2:00 pm – 3:00 pm

This session will review strategies, techniques, tips, and tools to become very well-versed in online marketing, ecommerce, and social media.

**Experience level:** Intermediate**Target audience:** Affiliate/Publisher, Merchant/Advertiser, Network**Niche/vertical:** Marketing

- Evan Weber (<http://www.affiliatesummit.com/evan-weber/>), CEO, Experience Advertising (<http://www.experienceadvertising.com>) (Twitter @experienceads (<https://twitter.com/#!/experienceads>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-9b-ase14/?instance\\_id=1243](http://www.affiliatesummit.com/event/session-9b-ase14/?instance_id=1243))

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**Session 9c – Mo Money, Mo Problems – Scrutinizing FTC Settlements @ Majestic Complex**

Aug 12 @ 10:00 am – 11:00 am

Ever wonder why the FTC seems to always “win?” This session will explore common pitfalls that subject marketers to FTC scrutiny and how marketers can mitigate their liability before a case is filed.

**Experience level:** Intermediate**Target audience:** Affiliate/Publisher, Agency, Merchant/Advertiser, Network, Vendor**Niche/vertical:** FTC

- Rachel Hirsch (<http://www.affiliatesummit.com/rachel-hirsch/>), Attorney, Ifrah PLLC (<http://www.ifrahlaw.com>) (Twitter @ifrahlaw (<https://twitter.com/#!/ifrahlaw>))

(This session is open to Networking Plus, VIP, and All Access pass holders only)

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**Session 9d – Finding A Perfect Fit: Selecting The Best Affiliate Program @ Shubert Complex**

Aug 12 @ 10:00 am – 11:00 am

3 seasoned affiliate managers & an experienced affiliate share the top criteria for choosing best performing affiliate programs. Program types will include CPA, CPC and CPL in a variety of verticals.

**Experience level:** Beginner

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Affiliate Programs

- Karen McMahon (<http://www.affiliatesummit.com/karen-mcmahon/>), Affiliate Marketing Strategist , The Affiliate Whisperer (<http://www.TheAffiliateWhisperer.com>) (Twitter @Aff\_whisperer ([https://twitter.com/#!/Aff\\_whisperer](https://twitter.com/#!/Aff_whisperer))) – **Moderator**
- Amy Ely (<http://www.affiliatesummit.com/amy-ely/>), Sr. Manager, Ecommerce Marketing, Canada, Under Armour (<http://www.underarmour.com>) (Twitter @aely (<https://twitter.com/#!/aely>))
- Kim Salvino (<http://www.affiliatesummit.com/kim-salvino/>), Client Services Director, Performance Horizon Group (<http://www.performancehorizon.com>) (Twitter @kim\_salvino ([https://twitter.com/#!/kim\\_salvino](https://twitter.com/#!/kim_salvino)))
- Elizabeth Silvermaster (<http://www.affiliatesummit.com/elizabeth-silvermaster/>), Founder, Silvermaster Consulting (<http://www.silvermasterconsulting.com>)

(This session is open to Networking Plus, VIP, and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-9d-ase14/?instance\\_id=1342](http://www.affiliatesummit.com/event/session-9d-ase14/?instance_id=1342))

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ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))

**Opening Remarks & Keynote @ Broadway Ballroom North & South**

Aug 12 @ 3:15 pm – 4:15 pm

Get an overview of the day ahead, as well as hearing the keynote address.

- Rachel Honoway (<http://www.affiliatesummit.com/rachel-honoway/>), CEO, For Me To Coupon (<http://www.fometocoupon.com>) (Twitter @rachelhonoway (<https://twitter.com/rachelhonoway>))
- Julie Gurner (<http://www.affiliatesummit.com/julie-gurner/>), Doctor of Clinical Psychology, DrGurner.com (<http://www.drgurner.com>) (Twitter @drgurner (<https://twitter.com/#!/drgurner>))

(This session is open to all pass holders)



Read more → ([http://www.affiliatesummit.com/event/opening-remarks-keynote-3/?instance\\_id=1246](http://www.affiliatesummit.com/event/opening-remarks-keynote-3/?instance_id=1246))

**CATEGORIES:** AFFILIATE SUMMIT EAST 2014 AGENDA ([http://www.affiliatesummit.com/14e-agenda/cat\\_ids-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**

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**Luncheon Buffet @ Broadway Ballroom North & South**

Aug 12 @ 4:30 pm – 5:45 pm

(Lunch is open to VIP and All Access pass holders with lunch tickets only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/luncheon-buffet-2/?instance\\_id=1247](http://www.affiliatesummit.com/event/luncheon-buffet-2/?instance_id=1247))

AFFILIATE SUMMIT EAST 2014 AGENDA ([http://www.affiliatesummit.com/14e-agenda/cat\\_ids-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**

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**Coffee Service @ Broadway Ballroom North & South**

Aug 12 @ 6:00 pm – 8:00 pm

Get some caffeine and take advantage of the tables and WiFi to have meetings or catch up on work.

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/coffee-service-6/?instance\\_id=1248](http://www.affiliatesummit.com/event/coffee-service-6/?instance_id=1248))

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### Networking Pub Crawl @ Westside Ballroom

Aug 12 @ 6:00 pm – 8:00 pm

Refer to your Pub Crawl map of participating sponsors and visit each one for great networking opportunities and, of course, free beer.

Read more → ([http://www.affiliatesummit.com/event/networking-pub-crawl-ase14/?instance\\_id=1249](http://www.affiliatesummit.com/event/networking-pub-crawl-ase14/?instance_id=1249))

**CATEGORIES:** AFFILIATE SUMMIT EAST 2014 AGENDA ([HTTP://WWW.AFFILIATESUMMIT.COM/14E-AGENDA/CAT\\_IDS-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**

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### Session 10a – Beat the Competition With the Right Intelligence Tools @ Astor Ballroom

Aug 12 @ 6:00 pm – 7:00 pm

How merchants can provide affiliates with the same competitive intelligence smarts that top marketers deploy on paid / organic search and display ads, plus the impact of PLA's on affiliate page rank.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher, Merchant/Advertiser

**Niche/vertical:** Competitive Intelligence

- Greg Shepard (<http://www.affiliatesummit.com/greg-shepard/>), CEO, AffiliateTraction (<http://www.AffiliateTraction.com>) (Twitter @afftraction (<https://twitter.com/#!/afftraction>)) – **Moderator**
- Max Teitelbaum (<http://www.affiliatesummit.com/max-teitelbaum/>), COO, WhatRunsWhere (<http://www.WhatRunsWhere.com>) (Twitter @maxteitelbaum (<https://twitter.com/#!/maxteitelbaum>))
- Lori Weiman (<http://www.affiliatesummit.com/lori-weiman/>), CEO, The Search Monitor (<http://www.thesearchmonitor.com>) (Twitter @searchmonitor (<https://twitter.com/#!/searchmonitor>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:** Read more → ([http://www.affiliatesummit.com/event/session-10a-ase14/?instance\\_id=1250](http://www.affiliatesummit.com/event/session-10a-ase14/?instance_id=1250))

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### Session 10b – Blurred Lines: Affiliate Marketing and Public Relations @ SoHo Complex

Aug 12 @ 6:00 pm – 7:00 pm

The lines between editorial and ad coverage are blurred. Affiliate marketing can be an effective PR tool with the right recruitment and compensation models. Hint: last-click attribution doesn't work.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher, Merchant/Advertiser, Network

**Niche/vertical:** Public Relations

- Debbie Bookstaber (<http://www.affiliatesummit.com/debbie-bookstaber/>), Owner, Element Associates (<http://www.elementassociates.com>) (Twitter @buzzmommy (<http://www.twitter.com/buzzmommy>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:** Read more → ([http://www.affiliatesummit.com/event/session-10b-ase14/?instance\\_id=1251](http://www.affiliatesummit.com/event/session-10b-ase14/?instance_id=1251))

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### Session 10c – The Top 20 Legal Mistakes Affiliate Businesses Make @ Majestic Complex

Aug 12 @ 6:00 pm – 7:00 pm

The session will focus on building a legally compliant affiliate business from the ground up through examining 20 common legal mistakes affiliates and networks make using real world examples.

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** Compliance

- Eric Crusius (<http://www.affiliatesummit.com/eric-crusius/>), Partner, Centre Law Group (<http://www.centrelawgroup.com>) (Twitter @internetbizlaw (<https://twitter.com/#!/internetbizlaw>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-10c-ase14/?instance\\_id=1252](http://www.affiliatesummit.com/event/session-10c-ase14/?instance_id=1252))

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### Session 10d – SEO Website Reviews and Q&A @ Shubert Complex

Aug 12 @ 2:00 pm – 3:00 pm

Get your website analyzed live by a panel of SEO experts. Identify problems with your website and get recommendations on how to maximize your SEO strategy. Get your SEO questions answered by experts!

**Experience level:** Intermediate

**Target audience:** Affiliate/Publisher

**Niche/vertical:** SEO

- Ben Cook (<http://www.affiliatesummit.com/ben-cook/>), Director of Organic Channels, Evolve Digital Labs (<http://www.evolvedigitalabs.com>) (Twitter @Skitzzo (<https://twitter.com/#!/Skitzzo>))
- Michael Gray (<http://www.affiliatesummit.com/michael-gray/>), President, Atlas Web (<http://atlaswebservice.com/>) (Twitter @Graywolf (<https://twitter.com/#!/Graywolf>))
- Kenny Hyder (<http://www.affiliatesummit.com/kenny-hyder/>), Founder, Hyder Media (<http://www.hyder.me>) (Twitter @kennyhyder (<https://twitter.com/#!/kennyhyder>))
- Troy Redington (<http://www.affiliatesummit.com/troy-redington/>), Founder, SEOTroy.com (<http://www.SEOTroy.com>) (Twitter @troyredington (<https://twitter.com/#!/troyredington>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**

Read more → ([http://www.affiliatesummit.com/event/session-10d-ase14/?instance\\_id=1356](http://www.affiliatesummit.com/event/session-10d-ase14/?instance_id=1356))

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### Session 11a – The Confidence Factor for Women in Business @ Astor Ballroom

Aug 12 @ 7:10 pm – 7:28 pm

The Confidence Factor was developed following a focus group where women discussed the challenges they face in attempting to compete in a male industry and feeling out-placed by the market.

**Experience level:** Advanced

**Target audience:** Affiliate/Publisher, Merchant/Advertiser, Network

**Niche/vertical:** Leadership

- Carol Sankar (<http://www.affiliatesummit.com/carol-sankar/>), Owner, CSE (<http://www.carolsankar.com>) (Twitter @carolsankar (<https://twitter.com/#!/carolsankar>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**Read more → ([http://www.affiliatesummit.com/event/session-11a-ase14/?instance\\_id=1254](http://www.affiliatesummit.com/event/session-11a-ase14/?instance_id=1254))AFFILIATE SUMMIT EAST 2014 AGENDA ([HTTP://WWW.AFFILIATESUMMIT.COM/14E-AGENDA/CAT\\_IDS-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))**Session 11b – The Secrets of Slickdeals Revealed @ SoHo Complex**

Aug 12 @ 3:10 pm – 3:28 pm

A social commerce case study: find out how Slickdeals became a top 150 site in the nation with over 500 million visits to the site and mobile apps in 2013 with little paid marketing.

**Experience level:** Intermediate**Target audience:** Network**Niche/vertical:** Social Commerce

- Gregory Kim (<http://www.affiliatesummit.com/gregory-kim/>), Chief Revenue Officer, Slickdeals, LLC (<http://www.slickdeals.net/>) (Twitter @gmoney75 (<https://twitter.com/#!/gmoney75>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**Read more → ([http://www.affiliatesummit.com/event/session-11b-ase14/?instance\\_id=1341](http://www.affiliatesummit.com/event/session-11b-ase14/?instance_id=1341))AFFILIATE SUMMIT EAST 2014 AGENDA ([HTTP://WWW.AFFILIATESUMMIT.COM/14E-AGENDA/CAT\\_IDS-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))**Session 11c – Connecting European and North American Affiliate Markets @ Majestic Complex**

Aug 12 @ 7:10 pm – 7:28 pm

This session is geared towards North American affiliates, educating them on the benefits of avoiding rev share/CPS restrictions through connecting with European advertisers.

**Experience level:** Intermediate**Target audience:** Affiliate/Publisher**Niche/vertical:** Europe

- Kenny Howell (<http://www.affiliatesummit.com/kenny-howell/>), Network Director, Neverblue (<http://www.Neverblue.com>) (Twitter @Neverblue (<https://twitter.com/#!/Neverblue>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:**Read more → ([http://www.affiliatesummit.com/event/session-11c-ase14/?instance\\_id=1256](http://www.affiliatesummit.com/event/session-11c-ase14/?instance_id=1256))AFFILIATE SUMMIT EAST 2014 AGENDA ([HTTP://WWW.AFFILIATESUMMIT.COM/14E-AGENDA/CAT\\_IDS-616/](http://www.affiliatesummit.com/14e-agenda/cat_ids-616/)) **TAGS:**ASE14 ([http://www.affiliatesummit.com/14e-agenda/tag\\_ids-617/](http://www.affiliatesummit.com/14e-agenda/tag_ids-617/))**Session 11d – Turn Up the Heat: Engage and Activate Ice Cold Affiliates @ Shubert Complex**

Aug 12 @ 7:10 pm – 7:28 pm

This presentation will show you how to re-engage dormant affiliates to become successful members of your program through outreach strategies, engagement techniques and methods for activation.

**Experience level:** Intermediate**Target audience:** Merchant/Advertiser**Niche/vertical:** Activation

- Jon Levine (<http://www.affiliatesummit.com/jon-levine/>), Director of eCommerce, All Inclusive Marketing (<http://www.allinclusivemarketing.com>) (Twitter @itsjonlevine (<https://twitter.com/#!/itsjonlevine>))

(This session is open to VIP and All Access pass holders only)

**CATEGORIES:** [Read more → \(http://www.affiliatesummit.com/event/session-11d-ase14/?instance\\_id=1257\)](http://www.affiliatesummit.com/event/session-11d-ase14/?instance_id=1257)

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### Closing Cocktail Reception @ Broadway Ballroom North & South

Aug 12 @ 7:45 pm – 8:45 pm

Come to network at the closing cocktail reception – have a couple drinks and meet with new and old Affiliate Summit friends for one last chat before everybody goes on their way.

[Read more → \(http://www.affiliatesummit.com/event/closing-cocktail-reception-ase14/?instance\\_id=1258\)](http://www.affiliatesummit.com/event/closing-cocktail-reception-ase14/?instance_id=1258)

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**AUGUST 2014**

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