



# Affiliate Summit East 2015 Agenda










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## Session Access Legend

 Exhibitor and Sponsor Badges Only	 Networking Plus (Session Tickets Required), VIP & All Access Pass Holders Only
 Newcomer Program Participants Only	 Open to All Pass Holders
 Press Badges Only	 Speaker Badges Only
 VIP and All Access Pass Holders Only	

## 08/01/2015 - Saturday









12:00 pm - 8:00 pm  Early Check-In [\[More Info\]](#)



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## 08/02/2015 - Sunday (Day 1)

8:00 am - 6:00 pm	 <b>Check-In</b>
8:00 am - 6:00 pm	 <b>Exhibit Hall Booth Setup</b>
8:00 am - 6:00 pm	 <b>Refuel, Rendezvous &amp; Refresh Room</b>
9:00 am - 12:00 pm	 <b>Meet Market Table Setup</b>
10:00 am - 10:30 am	 <b>First Timer Orientation</b> <a href="#">[More Info]</a> Shawn Collins, Co-Founder, Affiliate Summit
10:00 am - 12:00 pm	<b>Affiliate Program Showcase</b>
10:00 am - 5:00 pm	<b>Speaker Ready Room</b>
11:00 am - 12:00 pm	 <b>Session 1a - Optimize WordPress Like a Super Affiliate</b> <a href="#">[More Info]</a> David Vogelpohl, CEO, Marketing Clique
11:00 am - 12:00 pm	 <b>Session 1b - Buying and Selling Websites</b> <a href="#">[More Info]</a> Mark Daoust, President, Quiet Light Brokerage Chuck Mullins, President, Cash For Your Site
11:00 am - 12:00 pm	 <b>Session 1c - Partials vs Buyer Data, Best Way to Monetize Leads</b> <a href="#">[More Info]</a> JJ Alan, Owner/CEO, Creative Ventures Media Ian Fernando, Boss, Jersey Consolidated Bryant Hussey, Director of Online Marketing, Atlantic Coast Media Group
11:00 am - 12:00 pm	 <b>Session 1d - 10 Hot New Ways to Drive Massive Digital Success</b> <a href="#">[More Info]</a> Jay Berkowitz, CEO, Ten Golden Rules
12:00 pm - 6:00 pm	 <b>Meet Market</b>



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12:00 pm - 6:00 pm	<b>Press Room</b>
12:30 pm - 1:30 pm	<b>Session 2a - Live SEO &amp; Monetization Site Reviews</b> <a href="#">[More Info]</a> Kenny Hyder, Founder, Hyder Media Roger Montti, Owner, MartiniBuster.com Scott Polk, Founder / CEO, Marketing Nomads Adam Riemer, President, Adam Riemer Marketing
12:30 pm - 1:30 pm	<b>Session 2b - 10 Proven Ways to Make Money as a Internet Marketer</b> <a href="#">[More Info]</a> Evan Weber, CEO, Experience Advertising
12:30 pm - 1:30 pm	<b>Session 2c - Six Figure Blogging: The Myth, Dream &amp; Reality</b> <a href="#">[More Info]</a> Syed Balkhi, Founder, WPBeginner John Chow, Titles Are For Wimps, John Chow dot Com Zac Johnson, President, MoneyReign Inc John Rampton, President, Adogy
12:30 pm - 1:30 pm	<b>Session 2d - Google Updates, Link Building, SEO and SMM from a Ninja</b> <a href="#">[More Info]</a> Jim Boykin, CEO, Internet Marketing Ninjas
1:00 pm - 3:00 pm	<b>VIP &amp; All Access Snack Break</b>
2:00 pm - 2:30 pm	<b>Session 3a - Testing Is Not CRO But It's Still Darn Important</b> <a href="#">[More Info]</a> Justin Rondeau, Conversion Optimization Manager, Digital Marketer
2:00 pm - 2:30 pm	<b>Session 3b - 5 Musts For Mobile Ad Campaign Success</b> <a href="#">[More Info]</a> Dale Carr, CEO, Leadbolt
2:00 pm - 2:30 pm	<b>Session 3c - How to Attract Quality Web Traffic &amp; Leads with Instagram</b> <a href="#">[More Info]</a>



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2:00 pm - 2:30 pm	<p><a href="#">Sarah Davidson</a>, Founder, Palm Valley Media LLC</p> <p><b>Session 3d - Case Studies In Dynamic Commission Payouts (Attribution)</b> <a href="#">[More Info]</a></p> <p><a href="#">Chad Waite</a>, Marketing Manager, AvantLink</p>
2:45 pm - 3:15 pm	<p><b>Session 4a - Mobile Optimization Mastery: 5 Reasons Why Your ROI Sucks</b> <a href="#">[More Info]</a></p> <p><a href="#">Rohail Rizvi</a>, CEO, Rohail Rizvi</p>
2:45 pm - 3:15 pm	<p><b>Session 4b - Avoiding Legal Risk in the Ever-Evolving World of Mobile</b> <a href="#">[More Info]</a></p> <p><a href="#">Slade Cutter</a>, Member, Wittliff Cutter</p>
2:45 pm - 3:15 pm	<p><b>Session 4c - Things You Don't Know About Human SEO, But Should</b> <a href="#">[More Info]</a></p> <p><a href="#">Shannon K. Steffen</a>, President, Shannon K. Steffen International, LLC</p>
2:45 pm - 3:15 pm	<p><b>Session 4d - Affiliate Strategy: Bourbon Neat vs. Long Island Iced Tea</b> <a href="#">[More Info]</a></p> <p><a href="#">Christen Moynihan</a>, Editorial and Accounts Manager, The Broke-Ass Bride</p>
3:30 pm - 4:00 pm	<p><b>Session 5a - Social Marketing Friend to Friend</b> <a href="#">[More Info]</a></p> <p><a href="#">Michael Jones</a>, Head of Affiliate and Search, eBay Enterprise</p>
3:30 pm - 4:00 pm	<p><b>Session 5b - The Next Affiliate Battleground: Inbound Call Marketing</b> <a href="#">[More Info]</a></p> <p><a href="#">Daryl Colwell</a>, SVP, Matomy Media Group</p>
3:30 pm - 4:00 pm	<p><b>Session 5c - SEO for the Modern Day Affiliate</b> <a href="#">[More Info]</a></p> <p><a href="#">Cliff Ritter</a>, Chief Marketing Officer &amp; SEO, Lowest Rates inc.</p>
3:30 pm - 4:00 pm	<p><b>Session 5d - Leveraging Competitive Intelligence in Native Advertising</b> <a href="#">[More Info]</a></p>



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[Info\]](#)

[David Kelly](#), VP of Business Development, WhatRunsWhere

4:00 pm - 5:00 pm

**Ask the Experts Roundtables** [\[More Info\]](#)

[Ashley Coombe](#), Marketing Director, Prosperent

[Thomas Cohn](#), Deputy General Counsel, NBTY, Inc.

[Joe Sousa](#), Affiliate Coordinator, Fanatics.com

[Heather Petersen](#), CEO, National Merchants Association

[Todd Boullion](#), GM, UnsubCentral

[Bill Rothbard](#), Attorney, Law Offices of William I. Rothbard

[Christopher Park](#), Affiliate/Partnerships Manager, Blair.com

[Tony Fiorillo](#), President, Asset Management Strategies, Inc.

[Nouriel Gino Yazdianian](#), CEO, Modulates

[Jace Vernon](#), Owner, YINC

6:30 pm - 7:30 pm

**Newcomer Program Meetup** [\[More Info\]](#)



# Affiliate Summit East 2015 Agenda



## 08/03/2015 - Monday (Day 2)

7:30 am - 5:00 pm	<b>Check-In</b>
7:30 am - 5:00 pm	<b>Refuel, Rendezvous &amp; Refresh Room</b>
8:30 am - 6:00 pm	<b>Press Room</b>
9:00 am - 10:00 am	<b>Buffet Breakfast</b>
9:00 am - 10:00 am	<b>Exhibit Hall Refresh</b>
9:00 am - 5:00 pm	<b>Speaker Ready Room</b>
10:00 am - 11:00 am	<b>Session 6a - Going Global: How to Take Your Program Abroad the Right Way</b> <a href="#">[More Info]</a> Todd Crawford, VP, Impact Radius Robert Glazer, Founder & Managing Director, Acceleration Partners Dan Marques, Sr. Director, eCommerce Marketing, adidas Group Alec McNees, Partnerships Manager, North America, Yieldify
10:00 am - 11:00 am	<b>Session 6b - Industry Watercooler: 8 Things You Should be Talking About</b> <a href="#">[More Info]</a> Michael Allen, Chief Executive Shopper, Shopping-Bargains Dave Naffziger, CEO, BrandVerity Lisa Picarille, Online Content Strategist, Lisa Picarille.com
10:00 am - 11:00 am	<b>Session 6c - How Vendors &amp; Affiliates Can Partner in 2015 and Beyond</b> <a href="#">[More Info]</a> Rick Gardiner, CEO, iAffiliate Management Michael Ni, CMO/SVP Products, Marketing, Network, Avangate



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	<p><a href="#">Michael Robichaud</a>, President, Chicago Affiliate Marketers <a href="#">Costel Sticea</a>, Global Affiliates Sales Manager, Bitdefender</p>
10:00 am - 11:00 am	<p><b>Session 6d - Becoming a Better Recruiter of Affiliates</b> <a href="#">[More Info]</a> <a href="#">Meaghan Causton</a>, Publisher Development Manager, All Inclusive Marketing <a href="#">Van Chappell</a>, Founder/CEO, 5IQ <a href="#">Chuck Hamrick</a>, Consultant, Chuck Hamrick <a href="#">Lauren Pfanmiller</a>, Managing Director, Adperio/Ignite</p>
10:00 am - 11:00 am	<p><b>Session 6e - The eCommerce Power of Content</b> <a href="#">[More Info]</a> <a href="#">Vladimir Dusil</a>, PurseBlog.com <a href="#">Scott Jangro</a>, President, Shareist, Inc. <a href="#">Oliver Roup</a>, CEO, VigLink</p>
10:00 am - 5:00 pm	<p><b>Exhibit Hall Open</b></p>
11:15 am - 12:15 pm	<p><b>Opening Remarks &amp; Keynote</b> <a href="#">[More Info]</a> <a href="#">Ashley Coombe</a>, Marketing Director, Prosperent <a href="#">Brian Littleton</a>, President/CEO, ShareASale</p>
12:30 pm - 1:45 pm	<p><b>Luncheon Buffet</b></p>
2:00 pm - 3:00 pm	<p><b>Session 7a - Finding Profitable Content Ideas</b> <a href="#">[More Info]</a> <a href="#">Rae Hoffman</a>, CEO, PushFire, Inc.</p>
2:00 pm - 3:00 pm	<p><b>Session 7b - Lessons to Learn from Amazon's Affiliate Marketing Success</b> <a href="#">[More Info]</a> <a href="#">Geno Prussakov</a>, CEO &amp; Founder, AM Navigator LLC</p>
2:00 pm - 3:00 pm	<p><b>Session 7c - Great Idea, Now Execute: How to Start Your New Startup</b> <a href="#">[More Info]</a></p>



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	<p><a href="#">Sean Steinmarc</a>, Founder, psGive <a href="#">James Thompson</a>, Owner, Daft Labs, LLC</p>
2:00 pm - 3:00 pm	<p><b>Session 7d - Affiliate Marketing 3.0 - What's Wrong, What's Right</b> <a href="#">[More Info]</a> <a href="#">David Sendroff</a>, CEO, Forensiq <a href="#">David Stewart</a>, CTO, CAKE</p>
2:00 pm - 3:00 pm	<p><b>Session 7e - 20 Questions and Answers from Behind the Scenes</b> <a href="#">[More Info]</a> <a href="#">Tricia Meyer</a>, Owner, Sunshine Rewards</p>
3:15 pm - 3:45 pm	<p><b>Session 8a - Strategies and Tools for Managing a Virtual Staff</b> <a href="#">[More Info]</a> <a href="#">Rachel Honoway</a>, CEO, FMTC</p>
3:15 pm - 3:45 pm	<p><b>Session 8b - The Future of Pay Per Call: Technology Improving Conversion</b> <a href="#">[More Info]</a> <a href="#">Bryan George</a>, CEO, Ring Router, Inc.</p>
3:15 pm - 3:45 pm	<p><b>Session 8c - Affiliate Fraud Trends &amp; the Policies Needed in the Industry</b> <a href="#">[More Info]</a> <a href="#">Monica Eaton-Cardone</a>, COO/Co-Founder, Chargebacks911</p>
3:15 pm - 3:45 pm	<p><b>Session 8d - Photo Tips for Better Product and Website Photographs</b> <a href="#">[More Info]</a> <a href="#">Jerry Hughes</a>, Owner, Easy Photo Class</p>
3:15 pm - 3:45 pm	<p><b>Session 8e - Making Money as a Mobile Affiliate</b> <a href="#">[More Info]</a> <a href="#">Chen Levanon</a>, CEO, ClicksMob Inc.</p>
4:00 pm - 4:30 pm	<p><b>Session 9a - Affiliate Program Management in the ShareASale Network</b> <a href="#">[More Info]</a> <a href="#">Greg Hoffman</a>, President, Greg Hoffman Consulting</p>





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- 4:00 pm - 4:30 pm **Session 9b - Biting the Hand that Feeds You: How Agencies View Affiliates** [\[More Info\]](#)  
Tony Wright, CEO, WrightIMC
- 4:00 pm - 4:30 pm **Session 9c - Exclusive Insight Into the Mobile App Marketing Movement** [\[More Info\]](#)  
Brian Fox, CEO, AdAction Interactive
- 4:00 pm - 4:30 pm **Session 9d - Facebook Video Ad Domination** [\[More Info\]](#)  
Akiva Ben-Ezra, CEO, BenEzra Marketing
- 4:00 pm - 4:30 pm **Session 9e - The Future is Web 3.0: Social Commerce** [\[More Info\]](#)  
Rey Pasinli, Executive Director, Total Apps, Inc.
- 4:45 pm - 5:15 pm **Session 10a - Back to the Basics: Affiliate Management 101** [\[More Info\]](#)  
Marty Marion, Affiliate Program Manager, Deluxe Corp
- 4:45 pm - 5:15 pm **Session 10b - TBA** [\[More Info\]](#)
- 4:45 pm - 5:15 pm **Session 10c - How to Measure the ROI of Social Media: Is it Even Possible?** [\[More Info\]](#)  
Michelle Held, Owner, Metrony, LLC
- 4:45 pm - 5:15 pm **Session 10d - Activating a Community of Brand Evangelists** [\[More Info\]](#)  
Blake Hall, CEO, ID.me
- 4:45 pm - 5:15 pm **Session 10e - 10 Ways to Stay on Track When Working from Home** [\[More Info\]](#)  
Trisha Lyn Fawver, Affiliate Program Manager, Snow Consulting, Inc.



# Affiliate Summit East 2015 Agenda



## 08/04/2015 - Tuesday (Day 3)

8:00 am - 3:00 pm	<b>Check-In</b>
8:00 am - 4:00 pm	<b>Refuel, Rendezvous &amp; Refresh Room</b>
8:30 am - 4:00 pm	<b>Press Room</b>
9:00 am - 10:00 am	<b>Buffet Breakfast</b>
9:00 am - 10:00 am	<b>Exhibit Hall Refresh</b>
9:00 am - 2:00 pm	<b>Speaker Ready Room</b>
10:00 am - 11:00 am	<b>Session 11a - The Path to Becoming a Mobile Performance Jedi Master</b> <a href="#">[More Info]</a> Konstantin Dieterle, Managing Director, AppLift Florian Lehwald, Founder & President, KissMyAds GmbH Cameron Stewart, General Manager, TUNE
10:00 am - 11:00 am	<b>Session 11b - Tips for Building Relationships and Sales with Bloggers</b> <a href="#">[More Info]</a> Ciaran Blumenfeld, CMO, Hashtracking Debbie Bookstaber, Owner, Element Associates Kelby Carr, CEO, Type-A Parent Anne Parris, Managing Partner, Midlife Boulevard
10:00 am - 11:00 am	<b>Session 11c - Trials and Triumphs From Affiliate Marketing Front Lines</b> <a href="#">[More Info]</a> Sylvia Cintron, Director Digital Marketing, Check Into Cash Jackie Eldridge, Director of Marketing, DollarDays Helen Fang, Director, Marketing, Coupons.com Tara McCommons, VP Sales and Marketing, LinkConnector Corporation



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	<b>Carrie Rocha</b> , Owner, Pocket Your Dollars
10:00 am - 11:00 am	<b>Session 11d - Auditing the Merchant – Network Relationship</b> <a href="#">[More Info]</a> <b>Jeannine Crooks</b> , Senior Account Manager, Affiliate Window <b>Kellie Hudson</b> , Affiliate Marketing Specialist, lynda.com <b>John LoBrutto</b> , Director of Affiliates & Partnerships, 1 & 1 Internet, Inc. <b>Karen McMahon</b> , Affiliate Marketing Strategist, The Affiliate Whisperer
10:00 am - 11:00 am	<b>Session 11e - Where to Start for New Affiliate Marketers</b> <a href="#">[More Info]</a> <b>Roxanne Rives</b> , Marketing Manager, Americas, 3Dconnexion
10:00 am - 4:00 pm	<b>Exhibit Hall Open</b>
11:15 am - 12:15 pm	<b>Opening Remarks &amp; Keynote</b> <a href="#">[More Info]</a> <b>Ashley Coombe</b> , Marketing Director, Prosperent <b>Tim Ash</b> , CEO, SiteTuners
12:30 pm - 1:45 pm	<b>Luncheon Buffet</b>
2:00 pm - 4:00 pm	<b>Networking Pub Crawl</b>
2:00 pm - 4:00 pm	<b>Workshops</b>