

Affiliate Summit East 2015 Agenda

The official days of Affiliate Summit East 2015 are Sunday, August 2 through Tuesday, August 4, but lots of folks arrive on Saturday, August 1 to begin networking.



The early check-in opens from 12:00 pm to 8:00 pm on Saturday, and that's a great time to get your badge and become familiar with the conference area. Also, it will enable you to avoid the lines the next day.

[Networking](#) | [Exhibitors/Sponsors](#) | [Travel](#) | [Register](#) | [Speakers](#) | [Newcomers](#) | [More Details](#)

Please click the **[More Info]** link in each event for a full description of each event, speaker bio, session location and target audience.

It is the sole responsibility of the attendee to ensure that they have purchased the proper pass type for access to this event. [Click here to review the different pass types](#) and their included benefits.

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	

Session Type

08/01/2015 (Saturday)

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



08/02/2015 (Sunday)

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



8:00 am - 6:00 pm **Check-In**



8:00 am - 6:00 pm **Exhibit Hall Booth Setup**









8:00 am - 6:00 pm **Refuel, Rendezvous & Refresh Room**



9:00 am - 12:00 pm **Meet Market Table Setup**




10:00 am - 10:30 am **First Timer Orientation** [\[More Info\]](#)
 [Shawn Collins](#), Co-Founder, Affiliate Summit

10:00 am - 12:00 pm	Affiliate Program Showcase
10:00 am - 5:00 pm	Speaker Ready Room
11:00 am - 12:00 pm	Session 1a - Optimize WordPress Like a Super Affiliate [More Info]  David Vogelpohl , CEO, Marketing Clique
11:00 am - 12:00 pm	Session 1b - Buying and Selling Websites [More Info]  Mark Daoust , President, Quiet Light Brokerage Chuck Mullins , President, Cash For Your Site
11:00 am - 12:00 pm	Session 1c - Partials vs Buyer Data, Best Way to Monetize Leads [More Info]  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	Session 1d - 10 Hot New Ways to Drive Massive Digital Success [More Info]  Jay Berkowitz , CEO, Ten Golden Rules
12:00 pm - 6:00 pm	Meet Market 
12:00 pm - 6:00 pm	Press Room
12:30 pm - 1:30 pm	Session 2a - Live SEO & Monetization Site Reviews [More Info]  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	Session 2b - 10 Proven Ways to Make Money as a Internet Marketer [More Info] Evan Weber , CEO, Experience Advertising



12:30 pm - 1:30 pm

Session 2c - Six Figure Blogging: The Myth, Dream & Reality [\[More Info\]](#)

 [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

Session 2d - Google Updates, Link Building, SEO and SMM from a Ninja [\[More](#)

[Info\]](#)

 [Jim Boykin](#), CEO, Internet Marketing Ninjas

1:00 pm - 3:00 pm

VIP & All Access Snack Break



2:00 pm - 2:30 pm

Session 3a - Testing Is Not CRO But It's Still Darn Important [\[More Info\]](#)

 [Justin Rondeau](#), Conversion Optimization Manager, Digital Marketer

2:00 pm - 2:30 pm

Session 3b - 5 Musts For Mobile Ad Campaign Success [\[More Info\]](#)

 [Dale Carr](#), CEO, Leadbolt

2:00 pm - 2:30 pm

Session 3c - How to Attract Quality Web Traffic & Leads with Instagram [\[More](#)


[Info\]](#)

 [Sarah Davidson](#), Founder, Palm Valley Media LLC

2:00 pm - 2:30 pm

Session 3d - Case Studies In Dynamic Commission Payouts (Attribution) [\[More](#)


[Info\]](#)

 [Chad Waite](#), Marketing Manager, AvantLink

2:45 pm - 3:15 pm **Session 4a - Mobile Optimization Mastery: 5 Reasons Why Your ROI Sucks** [\[More Info\]](#)

 Rohail Rizvi, CEO, Rohail Rizvi

2:45 pm - 3:15 pm **Session 4b - Avoiding Legal Risk in the Ever-Evolving World of Mobile** [\[More Info\]](#)

 Slade Cutter, Member, Wittliff Cutter

2:45 pm - 3:15 pm **Session 4c - Things You Don't Know About Human SEO, But Should** [\[More Info\]](#)

 Shannon K. Steffen, President, Shannon K. Steffen International, LLC

2:45 pm - 3:15 pm **Session 4d - It's a Click-to-Call World: Consumers in the Mobile Age** [\[More Info\]](#)

 John Busby, SVP, Marchex

3:30 pm - 4:00 pm **Session 5a - Social Marketing Friend to Friend** [\[More Info\]](#)

 Michael Jones, Head of Affiliate and Search, eBay Enterprise

3:30 pm - 4:00 pm **Session 5b - The Next Affiliate Battleground: Inbound Call Marketing** [\[More Info\]](#)

 Daryl Colwell, SVP, Matomy Media Group

3:30 pm - 4:00 pm **Session 5c - SEO for the Modern Day Affiliate** [\[More Info\]](#)

 Cliff Ritter, Chief Marketing Officer & SEO, Lowest Rates inc.






3:30 pm - 4:00 pm **Session 5d - Leveraging Competitive Intelligence in Native Advertising** [\[More Info\]](#)

 David Kelly, VP of Business Development, WhatRunsWhere

4:00 pm - 5:00 pm **Ask the Experts Roundtables** [\[More Info\]](#)

 Ashley Coombe, Marketing Director, Prosperent

08/03/2015 (Monday)

7:30 am - 5:00 pm	Check-In
7:30 am - 5:00 pm	Refuel, Rendezvous & Refresh Room
8:30 am - 6:00 pm	Press Room 
9:00 am - 10:00 am	Buffet Breakfast 
9:00 am - 10:00 am	Exhibit Hall Refresh 
9:00 am - 5:00 pm	Speaker Ready Room 
10:00 am - 11:00 am	Session 6a - Going Global: How to Take Your Program Abroad the Right Way [More Info]  Todd Crawford , VP, Impact Radius

[Robert Glazer](#), Founder & Managing Director, Acceleration Partners
[Dan Marques](#), Sr. Director, eCommerce Marketing, adidas Group

10:00 am - 11:00 am **Session 6b - Industry Watercooler: 8 Things You Should be Talking About** [\[More Info\]](#)

[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 **Session 6c - How Vendors & Affiliates Can Partner in 2015 and Beyond** [\[More Info\]](#)

[Rick Gardiner](#), CEO, iAffiliate Management
[Michael Ni](#), CMO/SVP Products, Marketing, Network, Avangate
[Michael Robichaud](#), President, Chicago Affiliate Marketers

10:00 am - 11:00 am **Session 6d - Becoming a Better Recruiter of Affiliates** [\[More Info\]](#)

[Meaghan Causton](#), Publisher Development Manager, All Inclusive Marketing
[Van Chappell](#), Founder/CEO, 5IQ
[Chuck Hamrick](#), Consultant, Chuck Hamrick
[Lauren Pfanmiller](#), COO, Adperio/Ignite

10:00 am - 11:00 am **Session 6e - The eCommerce Power of Content** [\[More Info\]](#)

[Vladimir Dusil](#), PurseBlog.com
[Scott Jangro](#), President, Shareist, Inc.
[Oliver Roup](#), CEO, VigLink

10:00 am - 5:00 pm **Exhibit Hall Open**

11:15 am - 12:15 pm **Opening Remarks & Keynote** [\[More Info\]](#)

[Ashley Coombe](#), Marketing Director, Prosperent
[Brian Littleton](#), President/CEO, ShareASale

12:30 pm - 1:45 pm **Luncheon Buffet**



2:00 pm - 3:00 pm

Session 7a - Finding Profitable Content Ideas [\[More Info\]](#)

 [Rae Hoffman](#), CEO, PushFire, Inc.

2:00 pm - 3:00 pm

Session 7b - Lessons to Learn from Amazon's Affiliate Marketing Success [\[More Info\]](#)

 [Geno Prussakov](#), CEO & Founder, AM Navigator LLC

2:00 pm - 3:00 pm

Session 7c - Great Idea, Now Execute: How to Start Your New Startup [\[More Info\]](#)

 [Sean Steinmarc](#), Founder, psGive
[James Thompson](#), Owner, Daft Labs, LLC

2:00 pm - 3:00 pm

Session 7d - Affiliate Marketing 3.0 - What's Wrong, What's Right [\[More Info\]](#)

 [David Sendroff](#), CEO, Forensiq
[David Stewart](#), CTO, CAKE

2:00 pm - 3:00 pm

Session 7e - 20 Questions and Answers from Behind the Scenes [\[More Info\]](#)

 [Tricia Meyer](#), Owner, Sunshine Rewards

3:15 pm - 3:45 pm

Session 8a - Strategies and Tools for Managing a Virtual Staff [\[More Info\]](#)


 [Rachel Honoway](#), CEO, FMTC

3:15 pm - 3:45 pm


Session 8b - The Future of Pay Per Call: Technology Improving Conversion [\[More Info\]](#)


 [Bryan George](#), CEO, Ring Router, Inc.

3:15 pm - 3:45 pm **Session 8c - Affiliate Fraud Trends & the Policies Needed in the Industry** [\[More Info\]](#)
 [Monica Eaton-Cardone](#), COO/Co-Founder, Chargebacks911

3:15 pm - 3:45 pm **Session 8d - Photo Tips for Better Product and Website Photographs** [\[More Info\]](#)
 [Jerry Hughes](#), Owner, Easy Photo Class

3:15 pm - 3:45 pm **Session 8e - Making Money as a Mobile Affiliate** [\[More Info\]](#)
 [Chen Levanon](#), CEO, ClicksMob Inc.

4:00 pm - 4:30 pm **Session 9a - Affiliate Program Management in the ShareASale Network** [\[More Info\]](#)
 [Greg Hoffman](#), President, Greg Hoffman Consulting

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.

08/04/2015 (Tuesday)

8:00 am - 3:00 pm

Check-In

8:00 am - 4:00 pm

Refuel, Rendezvous & Refresh Room

8:30 am - 4:00 pm

Press Room



9:00 am - 10:00 am

Buffet Breakfast



9:00 am - 10:00 am

Exhibit Hall Refresh



9:00 am - 2:00 pm

Speaker Ready Room



10:00 am - 11:00 am

Session 11a - The Path to Becoming a Mobile Performance Jedi Master [\[More Info\]](#)

[Konstantin Dieterle](#), Managing Director, AppLift

[Florian Lehwald](#), Founder & President, KissMyAds GmbH

[Cameron Stewart](#), General Manager, TUNE

10:00 am - 11:00 am

Session 11b - Tips for Building Relationships and Sales with Bloggers [\[More Info\]](#)

[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 **Session 11c - Trials and Triumphs From Affiliate Marketing Front Lines** [\[More Info\]](#)
 [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
[Carrie Rocha](#), Owner, Pocket Your Dollars


10:00 am - 11:00 am **Session 11d - Auditing the Merchant – Network Relationship** [\[More Info\]](#)
 [Jeannine Crooks](#), Senior Account Manager, Affiliate Window
[Kellie Hudson](#), Affiliate Marketing Specialist, lynda.com
[John LoBrutto](#), Director of Affiliates & Partnerships, 1 & 1 Internet, Inc.
[Karen McMahan](#), Affiliate Marketing Strategist, The Affiliate Whisperer

10:00 am - 11:00 am **Session 11e - Where to Start for New Affiliate Marketers** [\[More Info\]](#)
 [Roxanne Rives](#), Marketing Manager, Americas, 3Dconnexion

10:00 am - 4:00 pm **Exhibit Hall Open**


11:15 am - 12:15 pm **Opening Remarks & Keynote** [\[More Info\]](#)
 [Ashley Coombe](#), Marketing Director, Prosperent
[Tim Ash](#), CEO, SiteTuners

12:30 pm - 1:45 pm **Luncheon Buffet**


2:00 pm - 4:00 pm **Networking Pub Crawl**


2:00 pm - 4:00 pm **Workshops**

