

IDSD DETAILED TOPIC LIST: KEYNOTES

9:15 AM

FEAR LESS, DO MORE

Michelle Poler

A talk that will change your perception of fear and inspire you to take action. Michelle's humorous, refreshing and inspiring speaking style has been captivating audiences across the globe. With authentic storytelling, engaging visuals and her 100 Days Without Fear experience, Michelle will show you how to challenge your comfort zone to tap into your full potential. In this fun and energizing session, you will learn about: Dealing with the unknown, Seeking growth over safety, Embracing authenticity, Daring to fail, Leading with accountability, Redefining fear, from obstacle to opportunity.

1:00 PM

FIRESIDE CHAT: FYRE FESTIVAL

Ryan Berman & Oren Aks

Courage Brands & Oren Aks (Best known as the) Creative Director for FYRE Festival's social media and brand identity, discuss the

1:30 PM

PODCASTING WENT MAINSTREAM IN 2018 – WHERE DO WE GO FROM HERE

Steve Shanks, Constance Zimmer, Missi Pyle, Sim Sarna, David Raphael & Matt Gottesman

Podcasting has exploded and there are no signs of it slowing down. From mainstream celebrities and athletes to industry-focused experts, this highly consumed medium is growing at phenomenal rates and becoming a go-to for cross-media opportunities and mass distribution. So the real question is, how do we grow and protect this style of platform, continue to evolve the content creation, monetize accordingly without diluting it's organic nature and avoid the "radiozation" of podcasts all together. Join us for a panel of podcasters, publishers and show hosts as they break down the emerging dominance of podcasting and how they navigate growth, monetization, advertisers, content and more.

4:30 PM

THE POWER OF PURPOSE

Afdhel Aziz

Purpose is the buzzword of the moment, with billion-dollar purpose-driven brands like Tesla, Patagonia and Airbnb leading the cultural revolution around business as a force for good. But what is brand purpose? What are some of the myths and misconceptions around it? How can older companies reverse-engineer it into their DNA in an authentic and meaningful way? And how can leaders harness its power in order to create compelling brand propositions for a new generation of socially-aware consumers - as well as attracting the best employee talent who want to do meaningful work? In this illuminating talk based on his upcoming book 'The Power of Purpose', Afdhel Aziz shares examples of brands blazing a path in this space to help introduce the topic in a clear and insightful way.

IDSD DETAILED TOPIC LIST: STORY

10:15 AM

WELCOME TO SCARY TOWN

Lindsay Stein (Campaign), Jason Harris, (Mekanism) Andrew Lipman (formerly of Cadillac) & Annie Porter (Facebook)

It's the year 2019. The story game is wildly effecting all the players from agencies, publishers, PR and production. Join CEO Jason Harris from Mekanism, Andrew Lipman formerly of Cadillac, Annie Porter at Facebook and moderator Lindsay Stein from Campaign as they discuss this unknown new town where we're all panicky citizens navigating Scary Town. What is Scary Town? Show up to find out.

11:15 AM

BREAKING RULES TO CREATE BRAND RELEVANCE WITH YOUTH CULTURE

Kaylee Pohlmeier (General Mills), Mia von Sadovszky (RPA) & Gregg Witt (Engage Youth)

In conservative business environments with limited resources, driving youth market growth is no easy task. Join our panel to learn how taking risks, pushing leadership and approaching plans from a culture-first perspective brought several brands back to the forefront by winning with Gen Z. Attendees will hear proven youth engagement strategies, fascinating real-world stories, and gain actionable advice that can be applied to any business.

2:30 PM

NATIONAL HOMETOWN BRANDS

Wayne Partello (Padres), Jennifer White (Perfect Snacks), James Heller (Wrapify) and Ted Molter (San Diego Zoo Global)

This is a panel about San Diego based brands (or large footprint in SD) on their journey to go big from the market. Some of are already there while others are well on the path. Ted Molter will driving the panel where we'll be discussing the pros and cons each are facing trying to play big from this specific market with the Padres, Perfect Snacks and Wrapify.

3:30 PM

GOING TO THE DARK SIDE

Ryan Thompson (Caesars Entertainment), James Cheung (Verizon), Danielle Roark (Inuit) & Brian Lamb (Trust & Will)

Once you go client side, do you ever go back? Or is it a competitive advantage to take what you know over to brand? Join James Chung from Verizon, Jennifer White from Perfect Snacks, Ryan Thompson from Caesars Entertainment and Brian Lamb from Trust & Will. All four spent significant time on the agency side before making theirs leaps. We'll discuss the good, the tough and the annoying of helping brands keep curiosity and creativity alive in their stories.

IDSD DETAILED TOPIC LIST: HUMAN(ITY)

10:15 AM

BLOODY HELL AND EVERYTHING ELSE MY BRITISH MUM TAUGHT ME

Michael Barber (Godfrey)

Look at all the research you're encountering around you. Whether it's coming from customer feedback or third-party sources, there is one thing that customers care about, and that's their experience. And too often than not, we are failing to meet our customers' basic expectations. Perhaps even worse, we continue to look at new channels or platforms as bright shiny objects that we layer onto already terrible experiences. We often also forget that every time an organization delivers a superior experience, customers expect that experience or better. Enter Georgina Jane Barber, aka my Mum. There are three things you should know about my Mum: 1) She is a brash British woman, 2) she is always right, and 3) if she isn't happy about something, then the world knows about it. It's for all of these reasons that over the last 35 years she has provided many of the greatest lessons us marketers, designers, and strategists can use each and every day within our organizations.

11:15 AM

YOUR VALUES HAVE VALUE: REDEFINING WHAT IT MEANS TO BE A BRAND AT BRANDLESS™

Jennifer Tank (Brandless™)

We all know that with great power comes great responsibility, but what does this mean for modern brands, designers and disruptive companies? Join us to learn how Jen Tank tackles the challenge as Head of Creative and Brand Strategy at Brandless™. We guarantee you'll walk away inspired to make change and take home some tactical tips level up your impact on the world.

2:30 PM

STOP THE BULLSHIT: RECLAIMING PRIDE IN MARKETING

Michael Duda (Bullish)

The marketing landscape is overflowing with self loathing, "death of..." and clients blistering their Agency (cough) partners. This session will provide a 20-minute overview from a Madison Avenue ex-pat on how to lead in an era of mutilated, one-way client-Agency/vendor/supplier relationships and why consultancies are not the new Mecca. Would encourage and highly welcome audience participation/Q&A.

3:30 PM

WE ALL WANT TO GO FAST: AN EMPLOYEE IMPACT STORY

Neil Bedwell (Local Industries)

We need a revolution in how and why we work. A return to the personal, human reasons for doing what we do. We need to move from a mission built for a corporation to meaningful missions for every employee. We need to create chances for every single human at work to go fast.

IDSD DETAILED TOPIC LIST: MACHINE

10:15 AM

BUILDING BRANDS IN THE AGE OF AI

Michael Andrew (Salesforce)

Looking to the future when AI can interact with consumers across all 5 senses. Michael will provide attendee's with insight into what's unfolding in the AI world and how they can begin thinking of what it will mean to "design an AI" for a brand. He'll reveal live examples they you might not be aware of, and give you a framework for how to approach this challenge in the future.

11:15 AM

WILD WILD WEST OF VR

Miguel Sanchez (Mass Ideation)

Description coming soon.

2:30 PM

INNOVATIONS IN OTT ADVERTISING: MAKE YOUR CAMPAIGNS SMARTER

Joel Cox (Strategus)

Learn how industries like automotive, retail and entertainment are combining OTT with new and cool data targeting to increase performance & ROI.

3:30 PM

CRACKING THE CODE: MAKING THE ALGORITHMS WORK FOR YOU

Dennis Yu (Blitz Metrics)

What does the Facebook algorithm look for in determining when to show our content and how much we pay for ads? How do we "fight the system" to feed it the signals we are looking for? We'll dive live (not PowerPoint) into the Facebook and YouTube accounts for the world's largest furniture company, an insurance broker, a restaurant, public speaker, e-commerce company, hotel, and a dozen others. Learn the one minute video framework and dollar a day strategy to quickly find out what's working for you and what you need to kill. Walk away with templates we use to operate internal social and digital teams at clients.

IDSD DETAILED TOPIC LIST: MASTERY

10:15 AM

MAKING THE JUMP TO CREATIVE DIRECTOR

Adam Morgan (Adobe)

The chasm between a senior creative and a creative director is massive. But every senior creative who approaches this big step has no idea what it takes to make the leap. If you want to collide with tomorrow's ideal career, you need a plan today. Far too often, some believe that just being talented and knowing the craft is enough. They also believe that senior management will see their hot skills and promote them to CD based on merit. Sorry to burst any bubbles, but it never works this way. You need a plethora of completely different skills to make the move up to CD. Join Adobe's Executive Creative Director, Adam Morgan, as he explains what it takes to move into management and how you can prepare now to make the jump to creative director. In this session, you'll discover: All the other skills that make a great CD. If being a CD is really what you want. The non-creative crap you never thought about.

11:15 AM

THE REWORKING OF HOW WORK GETS MADE

Steve Babcock (Vayner Media)

The classic approach of creating advertising campaigns doesn't align with the realities of today and tomorrow's marketplace. Steve will be demonstrating an alternative approach for successful work.

2:30 PM

TWO SIDES OF THE SAME STORY — A TALE BETWEEN AGENCY AND IN-HOUSE CREATIVES

John Goodwin (Patagonia), Matt Faulk (BASIC), Hollie Stavnes & Andrew Yanoscik (BASIC)

As agencies and design shops partner with brands we have to remain diligent in being better partners. That starts with perspective. Through a panel discussion join us as we have an open dialogue around the different phases, milestones, and challenges that typically come along with every project. With an aim to share the perspectives of two creative directors, working towards the same solution, from two different positions. We'll openly talk about what in-house teams and agencies juggle and consider during all phases of a project—from courting and pitching through CEO sell in. Together, we hope to offer a dialogue around the realities of solving problems together in a demanding business world.

3:30 PM

AGENCY OF THE FUTURE

Chad Robley (Mindgruve), Amanda Seaford (Mirum), Seth Odell (National University), Rachel Carrieri (VITRO) & Greg Carson (Crown & Greyhound)

Description coming soon.