2016 ADP Digital Innovation Conference Agenda
A World of Opportunity: Successfully Navigating the Yellow Pages Print and Digital Landscape

Monday, September 12, 2016
5:00 pm – 6:30 pm Welcome Reception
Join us as we kick-off the Conference and reconnect with colleagues and make new acquaintances.
Location: Del Frisco’s, rooftop patio
1200 E. Southlake Blvd., Southlake, TX 76092
Sponsored by net-linx

Tuesday, September 13, 2016
7:00 am – 8:00 am Breakfast on your own
8:15 am – 8:30 am Welcome to a World of Opportunity
Cindi Aldrich – President and CEO, ADP
8:30 am – 9:00 am Digital State of the Industry
While it’s true that all industries are feeling the pressure from digital transformation, certain challenges, trends, and opportunities are industry-specific. An industry expert, Steve will take a look at the state of digital marketing as it relates to the Yellow Pages industry.
Steve Sitton – CEO, Market Authority
9:00 am – 9:45 am What’s on Demand
Online marketing develops fast. Really fast. Making it difficult to keep up-to-date on the latest evolutions. Some developments are critical and will massively affect marketing outcomes, others are interesting, but
unlikely to greatly affect your day-to-day activities or bottom line. Chris will discuss how to make the call on “What’s Hot and What’s Not.”

Chris Heilbock – RVP, National Sales, hibu

9:45 am – 10:00 am

Innovation Presentation - How to deliver #OnlineToOffline results with Facebook Ads

GotU, the Facebook Innovation spotlight Real Results winner 2016, will share a case study that demonstrates why traditional digital advertising models no longer work for SMBs. GotU shares the example of a leading business directory provider that disrupted its market by implementing GotU’s end-to-end white-label Facebook advertising solution. You will learn how the combination of a new value proposition based on guaranteed results, and a seamless end-to-end technology suite that takes care of the entire process from sales to client management and fulfillment, are becoming a new standard in the social advertising landscape.

Lorenzo Pireddu - Commercial Director, GotU

10:00 am – 10:15 am

Refreshment Break with Exhibitors

10:15 am – 11:00 am

How to Run a Growing and Profitable Digital Services Business: The Best Practices (and Worst Mistakes), That Will Make or Break Your Digital Services Venture

Are digital services a gold mine of opportunity? Research suggests that digital services are not easy to sell and advertisers are not always happy with the buying experience. Paul will detail a how-to-guide for publishers who want to succeed in digital services and avoid the common errors that could hurt their business. He’ll share the surprising results of in-depth research into the attitudes and opinions of small business advertisers, the digital service providers that sell to them and the competing vendors that service the market. Despite the prevailing angst in the marketplace regarding digital services, small business advertisers need solutions and are eager to do digital business. To succeed, publishers must present information to advertisers correctly in a way that they
understand. Paul will discuss the best practices that will help publishers succeed in an over-sold, over-promised and under-delivered marketplace. Note: Attendees will receive an ADP co-branded e-book summarizing the research referenced on the "how-to" best practices recommendations.

_Paul Engels – CEO, Veloxsites_

11:00 am – 11:45 am  
**Listing Management, How it Enhances Print**
Listing management seems to have different meanings depending on who you ask. Davey brings his 20 years of Yellow Page and online sales experience to draw the important parallels between print and listing management solutions. He will breakdown the ties to SEO, the frequently asked questions and detail how every modern era Yellow Pages rep benefits from understanding listing management inside and out. The takeaways will be vital to anyone coping with the questions of why my business information online is wrong, why my website ranks low, or how do I help my clients manage this issue and use it as an opportunity to sell more print.

_David (Davey) Duyk – VP of Sales, Advice Local_

11:45 am – 12:00 pm  
**Innovation Presentation**

_Mark Wieder - President, Polylogics Consulting, Inc._

12:00 pm – 1:00 pm  
**Lunch with Exhibitors**

1:00 pm – 1:45 pm  
**Oh Great! Another Website Presentation, but Wait…**
How can you use an effective website partnered with Google Analytics to help identify digital opportunities while promoting the success of your client’s print ads? Jason will discuss the best features of a well designed website as well as jump into analytics to show you how this data will help support your print Yellow Pages and identify additional opportunities for digital sales. He will keep it simple and make it easy for your sales force to implement, so you could start selling tomorrow.

_Jason Capodanno – GM Partner Sales, GreenBananaSEO_

1:45 pm – 2:00 pm  
**Innovation Presentation**
2:00 pm – 2:45 pm

**Social Media Monitoring**
Zappenin is a company that intersects local business search with social media. It strives to understand the social media activity of each and every business, and then promote those that exhibit the best overall authentic social activity score... or as we like to call it, “ZapScore.” This involves collecting and monitoring millions (soon billions), of social signals and using proprietary analysis and algorithms to compare and rank businesses for consumers.

*Pete Morse – CEO/Founder, Zappenin*

2:45 pm – 3:15 pm

**Refreshment Break with Exhibitors**
*Sponsored by Downey Publishing*

3:15 pm – 3:30 pm

**Innovation Presentation - Danny Hen, Director of Sales/Partnerships, Camilo and Peter Schultz, VP Business Development, AffinityX**

3:30 pm – 4:15 pm

**Display Advertising**
Publishers who want to come to grips with the ever-changing display advertising ecosystem will learn how to leverage the many opportunities it now offers.

*Heather Burrer – COO and Greg Garrick – CMO, UpSnap*

4:15 pm – 4:30 pm

**Innovation Presentation - Kari Simpson**
*President/Owner, Directory Marketing, Inc. (DMI)*

4:30 pm – 6:30 pm

**Happy Hour Networking Reception**
*Sponsored by UpSnap*

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**Wednesday, September 14, 2016**

8:00 am – 8:45 am

**Breakfast with Exhibitors**

8:45 am – 9:30 am

**Monetizing Your Video Offering**
Beyond Private Label is the leader in white-label digital product fulfillment, and has recently released their revolutionary patented Video Hotspot technology
This technology enables a video to have multiple clickable areas that are embedded within the video to actually bring a video to life! This new technology will permit companies to generate a new and unique residual income stream that will set them apart from their competition and enable them to monetize videos.  

*Vince Graziano – VP Operations, Beyond Private Label*

9:30 am – 9:45 am  
**Innovation Presentation - Sumita Arora, COO, Adaan Digital Solutions**

9:45 am – 10:30 am  
**Search Engine Marketing Pay-Per-Click (PPC): From a Loss Leader to a Profit Center**

At Acquisio, we have over 300,000 PPC campaigns and $1 billion in ad spend within our platform and have used the data to analyze key trends among our clients — mostly local resellers and marketing agencies. Our findings suggest that traditionally, the larger Yellow Pages publishers around the world have had to integrate an SEM product within their portfolio to be perceived as a full digital marketing provider. Most of these providers lose money on SEM, but hope to gain their money back on other products like their traditional platforms of print, web and mobile. With recent developments, there are new ways of making SEM profitable that smaller Yellow Pages publishers should be following.  

*Marc-André Sinclair – VP Marketing, Acquisio*

10:30 am – 11:00 am  
**Refreshment Break with Exhibitors**

11:00 am – 11:15 am  
**InnovationPresentation - Mary Jo Gleason, President, Media Measurement Solutions**

11:15 am – 12:00 pm  
**What an Innovative Directory Publisher Looks Like Today!**

Many directory publisher companies seem to have emerged from the disruption of the past 20 years better suited to flourish in new economic circumstances. Most of these companies have taken a lesson from the havoc the internet wreaked on the Yellow Pages industry and diversified their revenues. Victory Publishing, Co., Ltd., has significantly diversified by adding new revenue streams.  

Amber
will discuss the innovative ways her company is doing business to not only survive, but thrive.  
*Amber Weems – COO/Publisher, Victory Publishing Co., Ltd.*

12:00 pm  

**Conference Recap**  
*Cindi Aldrich – President and CEO, ADP*