

SEVENTH ANNUAL

the BIG

MARKETING & PR

EVENT

OCTOBER 29, 2019

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**HUNTSVILLE
INTERNATIONAL
AIRPORT**

THE BIG MARKETING & PR EVENT | AGENDA

TIME	TRACK #1	TRACK #2	GOVERNMENT TRACK
8:30 a.m.	Welcome – The Catalyst and NAPRCA		
8:45 a.m.	MORNING KEYNOTE: HUMAN-CENTERED SEARCH MARKETING: THE RIGHT MESSAGING AT THE RIGHT TIME JASON DODGE <i>Founder & Chief Strategist at Black Truck Media, Grand Rapids, MI</i> Often the challenge of improving search results focuses attention on “what” the user is searching and less time understanding “why” the user is searching. Jason will turn that concept on its head and show you methods to determine what people are searching for, why they are searching for it, and how to use that insight to deliver the specific information your customers need at the moment they need it. We'll also take a look at how website performance can have a positive or negative impact on your SEO and users.		
9:45 a.m.	Network Break		

MORNING BREAKOUT SESSIONS

10:00 a.m. **MAKE YOUR CONTENT STRATEGY SMARTER, WITHOUT WORKING HARDER**

MICHELLE GIVENS

Managing Director, Image in a Box

Learn how to make your content creation process easier by repurposing your best content to get even more mileage out of it. You'll see how to reuse your existing material in new creative ways and where to republish your best work to reach an even bigger audience. Get ideas for easy content when you're really in a pinch!

FIND YOUR AUDIENCE & FIND SUCCESS THROUGH DIGITAL ADVERTISING

SARAH MACALUSO

Marketing Specialist, Red Sage Communications

Confused about digital advertising? How can you be sure you're getting your money's worth? In this 101, we'll get “back to basics” and offer best practice advice for finding success through paid digital marketing in 2020.

JOB RECRUITING: HOW HR & MARKETING CAN & SHOULD WORK TOGETHER

ELLEN DIDIER

President, Red Sage Communications

It's a good problem to have: Huntsville has a lot of amazing job opportunities, but when so many companies are looking for the same type of employee, how do you stand out? Ellen Didier, president of Red Sage Communications has some tools to help Marketing & HR teams work together to better recruit, differentiate yourself from the competition, and prepare for our area's future growth.

10:45 a.m. **Network Break**

11:00 a.m. **FIND YOUR AUDIENCE & FIND SUCCESS THROUGH DIGITAL ADVERTISING**

APRIL KEATING

Owner, Cre8ve Content Co.

Confused about digital advertising? How can you be sure you're getting your money's worth? In this 101, we'll get “back to basics” and offer best practice advice for finding success through paid digital marketing in 2020.

THE GOOD, THE PAID, AND THE ORGANIC: HOW A VARIETY OF INDUSTRIES TACKLE DIGITAL MARKETING

Whether you work in nonprofit, e-commerce, market a small business, or anywhere in between, digital marketing should be at the forefront of your online strategy. Hear how marketers from a variety of backgrounds and budget sizes incorporate paid and organic tactics into their digital mix.

MODERATOR

VICKI MORRIS

PANEL

**KRISTEN PEPPER
ASHLEY RYALS
BRITTANY KRUSE**

INTERNAL COMMUNICATIONS: KEEPING EMPLOYEES ENGAGED

**LYNN TROY
ARLEE HOLMES
JULIE RICHARDSON**

For a lot of government contracting companies, most employees sit offsite either supporting the government customer on Redstone or even supporting a customer in another state. How do you keep those employees engaged and part of your company's culture? How do you make sure all employees are receiving the same message from their very first day on the job and beyond? A panel of professionals from some of Huntsville's “Best Places to Work” winners will answer these questions.

TIME	TRACK #1	TRACK #2	GOVERNMENT TRACK
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11:45 p.m. **LUNCH**

12:00 p.m. **LUNCHTIME KEYNOTE: HOW TO GTFO OF YOUR OWN WAY SO YOU CAN CREATE ANYTHING!**

DEBRA ALFARONE *Edward R. Murrow Award-winning journalist & CEO of Debra Alfarone Media, a video coaching firm in D.C.*

What labels do you put on yourself? (“I could never do that,” “I’m bad at X”) What labels do you let seep into your head from others? This talk will leave you energized and ready to launch yourself into the stratosphere! High school dropout-turned-NYC TV Reporter-turned-Entrepreneur Debra Alfarone shares her secrets and her 4-step process for getting out of your own way and into your life.

1:00 p.m. **Network Break**

AFTERNOON BREAKOUT SESSIONS

1:15 p.m.

CREATIVE VISUAL STORYTELLING: GETTING THE MOST OUT OF THE TOOLS YOU HAVE

JIM TORRES
Producer, 4 Mile Post

You’ve got your DSLR, gimbal, iPhone or RED Monstro 8K, now what? Creative storytelling is more than just the tools in your toolbox - it’s a process regardless of your equipment, crew size or budget. Let’s talk about how to organize your production before you start, various examples from the field, and how to consider point of view as the basis for your production.

ALL BY MYSELF: CREATING A SOCIAL MEDIA STRATEGY AS A TEAM OF ONE

LARKIN GRANT
Co-Owner & Chief Strategist, Move Digital Group

Do the words “social media strategy” strike fear in your heart? Learn how to use the 5 w’s to create a social media strategy that meets your business goals. This interactive presentation will give you the confidence to create your own strategy, set your mind at ease and answer any of your manager’s questions.

GIVING BACK AS PART OF YOUR COMPANY CULTURE

**ERIN BLOXHAM CURTIS
CLAY HAGEN
MELISSA THOMPSON
JAMIE MILLER**

Are you looking to get your company started with creating an Employee Giving Fund? Maybe your company already has one, but you are having a tough time gaining and retaining participation? Do your employees understand the difference between employee giving and corporate giving? How do you know when to say yes and sometimes that difficult no to asks for donations and sponsorships? No matter your role, you’ll walk away from this session with some ideas to better make giving back a part of your company’s culture.

2:00 p.m. **Network Break**

2:15 p.m.

USING VIDEO TO BUILD YOUR BRAND

Video can move beyond being just a part of your promotion strategy – it can be the main player. In this moderated discussion, hear from three panelists on how you can start incorporating video to take your brand to the next level.

**MODERATOR
TIFFANY JORDAN**

**PANEL
LANCE COOPER
JOSEPH WATSON
TOM PATTERSON**

MODERN MEDIA & MYTHS

MICHELLE STARK
*Marketing Director
Red Sage Communications*

The media landscape has undergone some huge changes in the last five years, with more to come. In this session, we’ll debunk some “myths” about the media and show you how to get the most from your marketing and public relations strategies.

**AMA: ASK ME ANYTHING
MODERATOR**

ERIN BLOXHAM CURTIS

Learn from each other’s successes and yes, even sometimes failures. This moderator-led discussion will allow attendees to ask each other a variety of industry-related questions so that we can all learn from each other’s best practices, experiences, things that work, things that didn’t, and the list could go on and on! If you don’t want to speak up in person, you can submit anonymous questions and topics in advance: <https://forms.gle/JNimaKjG8cH4FizR9>

3:30 - 5:30 **AFTER PARTY!** Rocket City Tavern

SPEAKERS AT A GLANCE

DEBRA ALFARONE
Debra Alfarone Media

LANCE COOPER
Storyboard Creative

ERIN BLOXHAM CURTIS
Canvas, Inc.

ELLEN DIDIER
Red Sage Communications

JASON DODGE
Black Truck Media

MICHELLE GIVENS
Image in a Box

LARKIN GRANT
Move Digital Group

CLAY HAGEN
Torch Technologies, Inc.

ARLEE HOLMES
Intuitive

TIFFANY JORDAN
Driven Solutions

APRIL KEATING
Cre8ve Content Co.

BRITTANY KRUSE
Pink Wall Boutique

SARAH MACALUSO
Red Sage Communications

JAMIE MILLER
Mission Multiplier

VICKI MORRIS
Face To Face Marketing

TOM PATTERSON
Know Huntsville

KRISTEN PEPPER
*Huntsville/Madison County
Convention & Visitors Bureau*

JULIE RICHARDSON
PeopleTec

ASHLEY RYALS
Homegrown Huntsville

MICHELLE STARK
Red Sage Communications

MELISSA THOMPSON
*Community Foundation of
Greater Huntsville*

JIM TORRES
4 Mile Post

LYNN TROY
Troy 7

JOSEPH WATSON
University of Alabama Huntsville

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& entrepreneurship

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Administration

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