

EMAIL CONFERENCE 2013 AGENDA

Friday, September 27, 2013 – Day 1

9:00 AM	Welcome and Introduction
9:30 AM	The Email Marketing Model - Jon Cronstedt
10:00 AM	Deliverability After Priority Inbox – Richard Lindner
10:30 AM	Break
11:00AM	Email Copy Clinic – Perry Belcher
11:45 PM	Choosing The Right ESP – Marco Marini
12:30 PM	Lunch
2:00 PM	Email Marketing Panel – Deiss, Marini, Belcher, Lindner
3:00 PM	Break
3:30 PM	Wicked Smart Email Tactics & Strategies
4:30 PM	Wrap-Up Q&A
5:00 PM	End Of First Day's Program

Saturday, September 28, 2013 – Day 2

8:30 AM	Big Breakthroughs and Bragging [Ryan & Perry]
9:00 AM	Email Monetization
10:00 AM	Break
10:30 AM	Increasing Conversions
12:00 PM	Lunch With Sign-Ups
1:30 PM	Conversion Hacks (Tiny Hinges) + Research Partner
3:00 PM	Break
3:30 PM	Tool Time With Roland
4:30 PM	Hot Seats
5:00 PM	End Of Second Day's Program [Ryan & Perry]
7:30 PM	Cash Bar Reception & Networking

Sunday, September 29, 2013 – Day 3

9:00 AM	Social Media & Email
10:30 AM	Break
11:00 AM	Email Split Tests & Case Studies
12:00 AM	Lunch
1:30 PM	Email Panel
3:00 PM	Break
3:30 PM	Cool Email Tricks
4:00 PM	Email Roundtables & Mini Masterminds
5:30 PM	End of Event