

Digital advertisers to meet Gallop to give keynote speech at conference

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Gallop to give keynote speech at conference

Cindy Gallop is a brand consultant, advertising guru, public speaker and the founder of two unique websites, IfWeRanTheWorld and MakeLoveNotPorn.

The New York woman will share the story of her transition from advertising executive to digital entrepreneur in a keynote presentation during September's Digital Non-Conference, being held at the Hilton Netherland Plaza downtown.

AdClub on Friday released the first set of speakers for the fourth annual summit, which will attract 300 regional digital-advertising, design and marketing professionals.

The summit, which runs Sept. 13 and 14, is called a non-conference because the majority of presentations will be held at non-traditional

venues, such as bars and restaurants downtown.

Joining Gallop as a keynote speaker is Dave Balter, the CEO of one of the region's newest digital marketing players, BzzAgent.

The Boston-based company was purchased by dunnhumby in May, adding to the Downtown agency an expertise in social-media strategy for retail clients including Kroger, Macy's and The Home Depot.

Balter plans to share ways that brands can use social media to build a base of customer advocates.

Strategies used by his company and dunnhumby have been measured by upticks in retail sales.

The theme of this year's event, "Digital meets Deco," was inspired

by its art deco-themed venue, said Judy Thompson, AdClub's executive director.

Other speakers include:

■ Jeff Busdieker of Possible Worldwide: "The Shelves are Talking: How Digital Technologies Are Changing Our Shopping Habits."

■ Krista Neher of Bootcamp Digital: "10 Trends You Can't Afford to Miss in Social Media."

■ Matthew Keylock of dunnhumby: "Realizing the Promise of Digital."

■ Valerie Jacobs of LPK Trends: "Building a Place to Connect: The Brand-Consumer Relationship and



Gallop



Balter

the Future Role of Marketers."

■ Michael Loban of Info Trust LLC: "A Website Works When it Converts."

■ A panel discussion hosted by

Glenn Platt, professor of interactive-media studies at Miami University: "Developing Digital Talent – New University/Industry models."

■ A panel discussion hosted by Sean Owens, a lawyer at Wood, Herron & Evans LLP: "Legal Issues in Mobile & Gamification."

The remaining speakers will be announced before the event.

Registration is open at www.digitalcincinnati.org.