

INNOVATIONS IN DIGITAL MARKETING MINI-CONFERENCE

WHEN: 9AM - 1PM • OCT 29TH

WHERE: MISSOURI STATE UNIVERSITY GLASS HALL

Sponsored By:

Missouri
State

DEPARTMENT of
MARKETING

Missouri
State

COLLEGE of
BUSINESS

Digital Marketing, Sales, Brand Building, Design, Project Management, Marketing Leadership - Hear from leaders in the digital marketing industry and gain insight into how businesses are utilizing the newest tools and strategies in the marketplace. If you're considering a career in marketing join this mini-conference and advance your knowledge and be more attractive to employers as you work toward graduation.

9:00am to 9:30am

Landon McCarter

• Digital Marketing as a Career

9:35am to 10:05am

Cody Askins

• Power of Personal Branding
and Influencer Marketing

10:10am to 10:40am

Q&A Panel

• Your Questions About Marketing in
Today's World Get Answered

10:45am to 11:15am

Tobi Roberts

• How Digital Marketing is
Being Used Today

11:15am to 11:30am

Break

11:30am to 12:30pm

Breakout Sessions

BREAKOUT SESSIONS

Building Brands with Video

Keith Reynolds

Relating to Clients Through Design

Kaleb Hunt and Jake Holden

Project Management: Building and Maintaining Relationships

Brooke Pigneri and Katie Sulzner

Building a Career in Marketing Leadership

Tobi Roberts

Marketing Sales: Understanding How to Connect and Make Money

Rodney Geremia

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MARKETING