

*****All Times Noted Are Eastern (Boston, MA) Time**

Day 1

9:00 AM – 11:00 AM	Digital Advertising and Attribution
11:00 AM – 11:15 AM	<i>Morning Break</i>
11:15 AM – 12:15 PM	Search Advertising
12:15 PM – 1:15 PM	Break
1:15 PM – 3:00 PM	Social Analytics
3:00 PM – 3:15 PM	<i>Afternoon Break</i>
3:15 PM – 4:45 PM	Data Mining and Digital CRM Strategy

Day 2

9:00 AM – 10:30 AM	Social Listening: Ratings, Reviews and Demand
10:30 AM – 10:45 AM	<i>Morning Break</i>
10:45 AM – 12:15 PM	Web Analytics and Experimentation
12:15 PM – 1:15 PM	Break
1:15 PM – 2:45 PM	Mobile Commerce and Analytics
2:45 PM – 3:00 PM	<i>Afternoon Break</i>
3:00 PM – 4:30 PM	A Holistic Digital and Social Strategy

Schedule subject to change