



Mid-Atlantic
MarCom
Summit

Held in Association with

ADWKDC

October 30, 2024

Convene Conference Center | Arlington, VA

#MarComSummitDC



8:00am - 8:55am
Registration & Breakfast

9:00am - 9:40am | Arlington Forum
CMO & Marketing Lead Outlook: The Big Picture

This keynote panel brings together leading marketing and communication executives from DC area companies to discuss their outlook for 2025 — and beyond. This “big picture” discussion will offer key insights into emerging trends and strategies.

Brian Reed, CMO, Appdome

Jenifer Kern, CMO, Qu

Onney Crawley, CMO, Goodwill Industries International

Moderator: **Martha Boudreau, EVP and Chief Communications & Marketing Officer, AARP**

9:45am - 10:15am | Arlington Forum
Fireside Chat With Matt Turner, Social Media Specialist, National Park Service

Matt Turner, a Social Media Specialist with the National Park Service, will share insights on managing the mega-popular social media channels for the Service. His experience includes creating and managing digital content across platforms, with a focus on engaging public audiences.

Matt Turner, Social Media Specialist, National Park Service

Interviewer: **Joseph Ferguson, TikTok Host and Producer, The Washington Post**

10:15am - 10:20am | Arlington Forum
20th Anniversary Tribute to ADWKDC Founder and Legendary Agency Founder Cary Hatch

2024 marks the 20th anniversary of ADWKDC. In recognition, the Mid-Atlantic MarCom Summit and ADWKDC will pay tribute to Cary Hatch, the founder of ADWKDC and a founding supporter of Capitol Communicator.

10:20am - 10:45am
Coffee & Networking Break

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10:45am - 11:30am | Colonial South
Uniting for Social Justice: The Launch of the #KeepAdvancing Campaign with NAACP & Edelman

Earlier this month, the NAACP announced the launch of the transformative #KeepAdvancing campaign; a modernized, refreshed approach to civic engagement that encourages audiences across all backgrounds to join in the fight for social justice. This historic moment marks the next iteration of an evolution for the NAACP as a legacy brand, expanding its relevance to today’s evolving cultural landscape, and reignites the spark behind an inspired movement for society.

Trovon C. Williams, SVP, Marketing and Communications, NAACP

Interviewer: **Trisch Smith, Global Chief Diversity, Equity & Inclusion Officer, Edelman**

10:45am - 11:30am | Observation South
SEO in 2025: Navigating the Future of Search Optimization

A panel of SEO experts will explore the latest trends and strategies shaping the future of SEO, including the impact of AI-driven algorithms and the need for constant adaptability in search optimization.

Anne Austin Strader, Director of SEO, Silverback Strategies

Dan Hinckley, Co-Founder, Go Fish Digital, An Agital Company

Adam Zuckerman, Founder, Buried in Work

Moderator: **Josh Greene, CEO, The Mather Group**

10:45am - 11:30am | Colonial North - ADWKDC
How to Navigate a Fragmented and Increasingly Complex Advertising Landscape

Moe Chughtai, MiQ’s Head of Advanced TV, will offer insights into programmatic media strategies for today’s fragmented advertising landscape, focusing on adapting to changing consumer content consumption patterns.

Moe Chughtai, Head of Advanced TV at MiQ

10:45am - 11:30am | Observation North
2025 Media Analytics: Strategies for a Cookie-less World

Jeff Greenfield, CEO of Provalytics, and Ted Moon, Founder of Pathfinder Interactive, will discuss media analytics strategies for navigating a future without third-party cookies, including how to determine effective and cost-efficient media investments.

Jeff Greenfield, CEO, Provalytics

Ted Moon, Founder, Pathfinder Interactive

10:45am - 11:30am | Arlington Forum
Chief Communications Officers Roundtable on Emerging Trends and Tactics

Leading chief communications officers from various industries will discuss the evolving communication landscape and innovative strategies they are deploying to connect with their audiences.

Kathy Baird, Chief Communications Officer, The Washington Post

Josh Morton, VP, Head of Corporate Communications, Nestlé North America

Scott Stanzel, Chief Communications Officer, Truist Financial Corporation

Lydia Sermons, Chief Communications Officer, Howard University

Moderator: **Sean O’Leary, Vice President, SDI**

11:45am - 12:30pm | Colonial South
Fireside Chat with Legendary Agency Founder Larry Weber on Harnessing the Power of Tech for Good

The founder of two global agencies will discuss how companies can use technology to positively impact humanity and provide lessons of storytelling for all communicators.

Larry Weber, Founder & Chairman, Racepoint Global
Interviewer: Larry Parnell, Fellow, PR and Communications, George Washington University

11:45am- 12:30pm | Observation South
The Future of Strategic Storytelling: Research-Driven Creative, AI Integration, and Community Engagement

Industry leaders from GROUND, MJV and Drive Agency will discuss the next generation of strategic storytelling, focusing on AI-enhanced creativity, research-driven insights, and community engagement.

David Rochkind, Founder and CEO, GROUND
Marley Rosario, CEO and Founding Partner, MJV
Jessy Tolkan, President, CEO of Drive Agency

11:45am - 12:30pm | Colonial North - ADWKDC
Creative Communications Through a Multicultural Lens

This session explores how diverse cultural perspectives enhance the effectiveness and creativity of communication strategies.

Cassandra de la Cruz Oshinnaiye, Director, Multicultural Communications, ICF Next
David Ostroff, Creative Director, ICF Next

11:45am- 12:30pm | Observation North
Harnessing AI for Brand Reputation Management: What Every CMO Needs to Know

This session will explore how AI is reshaping brand reputation management by providing real-time insights to boost customer loyalty and ROI.

Mark Listes, CEO, Pendulum Intelligence

11:45am - 12:30pm | Arlington Forum
Social Media Outlook: Insights, Case Studies, and Strategies in Current Landscape

Leading social media experts from the region will share their outlook for 2025, discussing shifts in strategy, emerging platforms, case studies, and insights into future trends.

Colleen Gallagher, President and CEO, OnWrd & UpWrd
Tim Alexander, Social Media and Influencer Marketing Strategist
Tisa Sinclair, Director of Social Response, AARP
Morgan Roth, CMO, Muscular Dystrophy Association
Moderator: Lynne Kingsley, VP, Marketing and Strategic Services, Ironmark

12:30pm - 1:20pm
Lunch

Sponsored by: 

1:20pm - 2:05pm | Colonial South
Achieving Digital Transformation Success by Aligning Goals and Incentives

This fireside chat with the Digital Product Director at Charles Schwab will discuss the importance of setting the right goals and aligning incentives across an organization to drive successful digital transformation.

Michael Vanderhoof, Digital Product Director, Charles Schwab
Interviewer: Greg Kihlström, Best-selling author, speaker, and entrepreneur

1:20pm - 2:05pm | Observation South
Mastering Broadcast Media Relations: Navigating Television and Radio

This session will cover strategies for planning, preparing, and executing broadcast media campaigns to maximize audience reach, including selecting and preparing spokespeople for high-stakes interviews and creating impactful sound bites.

Doug Simon, CEO, D S Simon Media
Laura Pair, Chief Business Officer, 4media Group
Sarah Lovenheim, VP External Relations, AARP
Moderator: Jeffrey Davis, Founder, J. Davis Public Relations

1:20pm - 2:05pm | Colonial North - ADWKDC
Paid Media for Behavior Change/2024ward

This presentation will explore media buying approaches that are designed to (and in some cases proven to) drive consumers to change their points of view.

Imani Greene, Founder/Principal, AAmplify.MEDIA

1:20pm - 2:05pm | Observation North
There is No ROI in Boring

Tuesday Poliak, Chief Creative Officer at RP3 Agency, will explore the significance of creating stimulating, meaningful work that delivers results and inspires engagement, sharing her extensive experience in creative leadership.

Tuesday Poliak, Chief Creative Officer, RP3 Agency

1:20pm - 2:05pm | Arlington Forum
Amplifying Voices: The Power of Social Impact Communications

This interactive panel will explore how organizations can leverage authentic storytelling to inspire positive change, with a focus on reaching diverse communities through social impact communication.

Troy Blackwell, Deputy Chief Communications Officer, USPTO
Terry Carr, Associate Deputy Assistant Secretary, HUD
Brittaney Bethea, Vice President, Public Health, CMRignite
Dr. Walker Tisdale III, Public Health Analyst, SAMHSA
Moderator: LaShawn Douglas, Account Director, CMRignite

2:15pm - 3:00pm | Colonial South - ADWKDC
The Explosive Growth of Women's Sports: How the Washington Spirit Are Leading the Charge in Women's Sports

This session will examine the innovative marketing and communications strategies of the Washington Spirit soccer team amid the explosive growth of women's sports.

Brandon Clark, Vice President Marketing & Communications, Washington Spirit
Gretchen Carswell, President, AAF DC

2:15pm - 3:00pm | Observation South
Reaching Hard-to-Reach Audiences in the Age of Information Overload

This panel will discuss strategies for effectively reaching hard-to-reach audiences in an era of information overload, focusing on content creation and dissemination.

Katie Jacobs, Senior Director of Media Strategies, American Institute of Architects
Denise Kennedy, Founder, Anthology
Lisa Chensvold, SVP of Strategic Communications, Opportunity Finance Network
Airen Washington, Founder, Airen Washington Creative LLC
Moderator: Tory Hairston, Founding Partner, Meraki Communications Group

2:15pm - 3:00pm | Observation North
Navigating the Public Sector: Opportunities, Trends, and Winning Strategies

Mike Kapetanovic, president of GrowthLab, will discuss marketing opportunities in the public sector, providing strategies for winning government contracts and navigating market nuances.

Mike Kapetanovic, President, GrowthLab

2:15pm - 3:00pm | Arlington Forum
B2B Marketing Outlook

B2B marketing experts from leading brands will explore innovative strategies and data-driven approaches to navigating the evolving landscape of business-to-business marketing.

Mia Libby, SVP of Enterprise Sales, Dow Jones and The Wall Street Journal
Colby Proffitt, VP of Marketing, Shift5
Tommi Marsans, Associate Director Marketing Technology Strategist, Verizon Business Group
Michael Tirone, Senior Vice President, Digital, Powell Tate
Moderator: Robin Bectel, SVP, Public Relations, REQ

3:10pm - 3:55pm | Observation South
Government Marketing 101: From Market Entrant to Seasoned Government Contractor

This panel will guide solo entrepreneurs and small businesses through the complexities of government marketing, with tips for growing into seasoned contractors.

Josie Smoot, Sr. Director of US Public Sector Marketing, Zscaler
Alex Love, VP of Marketing and Communications, RIVA Solutions
Megan Battaglia, VP of Marketing, ThunderCat Technology
Moderator: Stephanie Geiger, CEO and Founder, Geiger Consulting Group

3:10pm - 3:55pm | Colonial North - ADWKDC
Generative AI in Public Affairs, Communications, and Marketing: Impacts and Benefits

This session will explore the transformative impact of generative AI on public affairs, marketing, recruiting, and communications, highlighting its potential to enhance digital content creation while maintaining ethical and transparent practices.

Steve Lewis, Digital Media Solutions Consultant, Adobe Public Sector

3:10pm - 3:55pm | Observation North
Beyond the Dashboard: Turning Marketing Data into Actionable Insights

This session will dive into the power of predictive analytics and how to use marketing data to drive results and create actionable strategies.

Lynne Kingsley, VP, Marketing and Strategic Services, Ironmark

3:10pm - 3:55pm | Arlington Forum
Opinion Placement Tips from Leading Editors

Leading DC-based opinion editors share advice on navigating newsroom policies and optimizing opportunities for organizations to effectively communicate their perspectives through their publications and online sites.

Daniel Allott, Chief Opinion Editor, The Hill

Daisy Thornton, Digital Managing Editor,
Federal News Network

Micha Green, Managing Editor, Washington Informer

Nick Wakeman, Editor-in-Chief, Washington Technology

Moderator: Sonya Gavankar McKay, Director of Digital
Strategy, Axiom Space

4:15pm - 5:00pm | Observation South
**Leveraging AI for Enhanced B2G Engagement:
A Strategic Approach**

This panel will explore how B2G marketers utilize AI to enhance their strategies for engaging government end users.

Alyssa Pettus, Director of External Communications,
Leidos

Nancy McNee Newell, Head of Strategic Alliances &
Marketing Experiences, Adobe

Tom Mahoney, Vice President of Marketing,
Optiv + ClearShark

Stephen Ellis, Global Product Marketing Director - Public
Sector, ServiceNow

Moderator: Jeffrey Wolinsky, Publisher, Federal News Network

4:15pm - 5:00pm | Arlington Forum
**Building Team Culture and Retention in the
Hybrid Workplace**

Exploring strategies for fostering team cohesion, improving retention, and enhancing productivity in hybrid work environments, with a focus on navigating generational differences and collaboration challenges in marketing communications.

Sharon Reis, Principal, The Reis Group

Josh Wilson, Executive Director of External Communication,
Blue Cross Blue Shield Association

Maureen Beddis, SVP, American Gaming Association

Trenholm Boggs, Principal, Korn Ferry

5:10pm - 6:00pm | Open Road Restaurant
Cocktails

1201 Wilson Blvd

Open Road restaurant is located in the rear of the same building as Convene. Exit to street level on Wilson Blvd., turn left and then turn left on Lynn Street and walk up the stairs to the left. It is located on the plaza

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QR code for any
agenda updates.*



VISIT OUR BOARD ROOMS ON THE 30th FLOOR

Cade Martin Photography
Gateway Boardroom

Cade Martin Photography is offering complimentary portraits. Whether you're looking for a new headshot or just want to say hello, we'd love to see you. Book your spot now with this link: <https://cademartinportraitsession.as.me/MarCommPortraits>

ooPoll
Roosevelt Boardroom

ooPoll is revolutionizing experiential marketing and reshaping the media landscape. They are building a platform where user-generated content, loyalty programs, and valuable insights converge to create a win-win ecosystem for all. Visit them for a demo of their community-driven revolutionary platform.

Ground Media
Georgetown Boardroom

Ground Media will be offering 1:1 office hours in the Georgetown Boardroom, including short demos of their StoryHeat message testing and analytics platform. Sign up for a meeting here: bit.ly/GroundMarCom

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