

February 25

8:00 AM – 5:00 PM



2019

#KeystoDMS



Keys to Digital Marketing Success

Hyatt Regency Lisle near Naperville

1400 Corporetum Dr, Lisle, IL 60532



Click for info
(630) 320-2991

First, Look Back on 2018



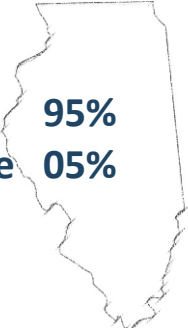
Our 3rd year was a great success!

- 175 + Attendees
- 10 Digital Expert Speakers
- 15+ Vendors
- 16+ Digital Presentations



Who attended in 2018

Instate 95%
Out of State 05%



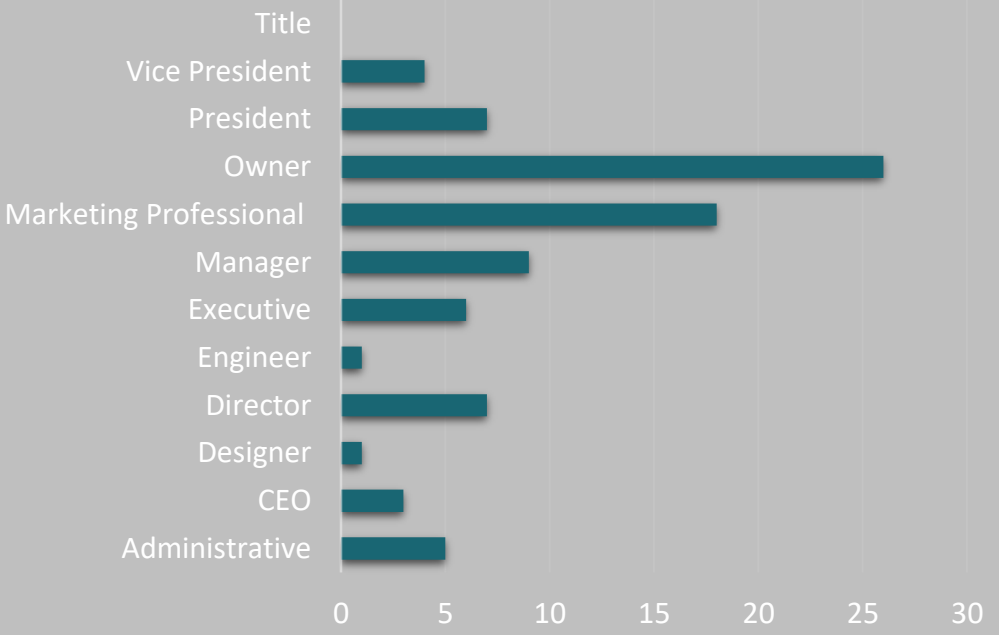
Chicago/Loop	15%
North Suburbs	12%
NW Suburbs/Illinois	55%
S Suburbs/Illinois	09%
W Suburbs	05%
Out of State	06%



Attending Industries

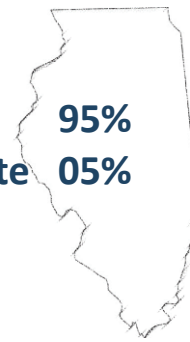
- Accounting Services
- Communications
- Consulting
- Development Specialists
- Education
- Employment
- Food
- Graphic Design
- HD Surveillance
- Healthcare
- Livestock Auctions
- Management Consulting
- Manufacturing
- Marketing
- Media
- Medical
- Non-Profit
- Publishing
- Real Estate
- Service
- Software
- Telecommunications

Attendance by Job Title



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Out of State 05%



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Executive
CEO
Engineer
Marketing Professional
Vice President
Assistant
Owner
Designer
Manager
Director
President

2018 Attendees included business owners and professionals who wanted to learn about innovative approaches to digital marketing.

Made personal connections with like-minded peers and built strong business relationships.

Attended in-person educational sessions and learned about new products and trends.

Our 4th Year Will Be Even Better...

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Get in front of **200+** business owners and marketers from a variety of product and service industries.

- Your Keys to Digital Marketing Success is a one-day event. The day begins with Master Classes on Facebooks Ads, Google AdWords, Engaging Content Creation and Create Your Digital Marketing Plan.
- The day continues with Educational Sessions featuring Digital Marketing Experts, followed by a Keynote Speaker, and then two panels: Email Marketing and Social Media.
- Plus Networking, One-on-One meetings with Digital Marketing Experts in the VIP Experience, a Private Facebook Group, and more.
- Learn more at our website: [click keys](#)  Stay connected with our attendees at our Facebook Group: [Keys to Digital Marketing Success](#).

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The 2019 Keys to Digital Marketing Success Conference

The Keys To Digital Marketing Conference is highly interactive! The exhibit area is most active during both registration times. There are built in 15 minute breaks between workshop sessions, and before and after lunch.

Don't miss this opportunity to meet with approximately 200 small to mid-sized companies interested in Keys to Digital Marketing Success!

Offers an excellent opportunity for speakers to outreach and network with conference attendees, as well as other speakers through information tables and exhibits.

Click for info:



AGENDA

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Master Class (M/C) registration begins at 7:30am, Event Registration begins at 9:00am

M/C Registration	7:30 – 8:00	Check in for your Master Class, Visit Vendors and settle in for a Great day of learning			
AM Refreshments	7:30 - 8:00	Coffee, Water, Lemonade, Iced Tea (All Day)			
Master Classes	8:00–10:00	The Instagram Advantage Presented by Vanessa Cabrera	Profiting from Google Ads: How to Create, Track, and Measure Campaigns for Maximum Returns Presented by Elijah Litscher	How To Effectively Use Email Marketing in an Inbound Marketing Program Presented by Cathy Cain-Blank	Create a Digital Marketing Plan Presented by Virginia Weiskopf
		Event Registration	9:00-10:00	Check in for Keys Conference, Visit Vendors and Sponsors	
Session 1	10:15–11:15	Instagram for Business 101 Presented by Vanessa Cabrera	YouTube for Business Presented by Eddie Clarke	LinkedIn for Business Presented by Ryan Wilson	Creating Facebook Ads that Will Convert Presented by Deanna Fusillo
		Session 2	11:30-12:30	Blogging for Business Presented by Elaine Rau	Telling Your “Business Story” Presented by TBD
Lunch	12:30-1:00	Boxed Lunch – Vendor Break - Promos			
Keynote	1:00-1:45	Google			
Session 3	2:00 –3:00	Live: Facebook, YouTube & Instagram Presented by Vanessa Cabrera	Email Marketing Presented by Cathy Cain-Blank	Brand Your Company Presented by TBD	Your Digital World Presented by Virginia Weiskopf
		Panels	3:15 -4:15	Email Marketing Panelists: Vanessa Cabrera, Cathy Cain-Blank & Kelly Carpenter	Social Media Marketing Panelists: Virginia Weiskopf, Elaine Rau & Elijah Litscher
Networking	4:15 -	Final Visit with Speakers, Vendors and Sponsors			

The Speakers and Sessions Topics Subject to Change
--These are topics only - more specifics to follow--

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Networking Reception Sunday, February 24th

7:00 – 9:00 PM

Hyatt Regency Lisle near Naperville

1400 Corporetum Dr, Lisle, IL 60532

Enjoy a relaxed setting to mingle with
Attendees, Speakers, and select Sponsors.

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Market Your Business



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Join Us as a Speaker

- Get in front of 200+ Businesses as a Digital Marketing expert.
- Mingle with attendees the night prior at networking reception.
- Speak one-on-one with attendees in the VIP lounge after speaking. (VIP Experience attendees only)
- Company name and logo included online, in Facebook Group, email blasts, press releases and on promotion materials.
- Introduce and promote yourself 5 times in the Keys Facebook Group During Jan and Feb.
- Required to promote the event with discount code after January 1, 2019.
- Market directly to customers with a VIP Swag bag donation. (VIP Experience attendees only)
- On-site recognition including print listing directory, conference announcements, your corporate branded give-away, continuing social media promotion.
- Post event recognition slide with audio provided after event.
- Complete Attendee list post event.

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APPLY NOW

Speaker Package Requirements

- Attend networking reception Sunday, February 24th, the night prior.
- Must provide speaking outline or PowerPoint, link/webinar/example of prior speaking engagement with completed application.
- Promote event via 3 email minimum to your list and minimum of 3 social media posts per month, to your community, per active platform, from November to February.
- Provide VIP Swag bag gift for an estimated 100 attendees, final number provided February 15th.
- Host VIP Lounge for 45 minutes after your 60 min presentation.
- Availability to purchase a table presence for \$150, table must be manned at all times during the conference. Table must be ready at 7:15am, with doors opening at 7:30am.
- Speaker Ready Room, microphone mandated use.
- \$200 deposit required. Refundable after all event requirements are complete.

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Weiskopf Consulting

Enriching Business Systems | Maximizing Online Brand Awareness



Translating Technology into a Language you Speak

Presented by

Thank you for your interest! If you have any additional questions, please feel free to contact us by clicking the icons below:

Once you submit your application, you can expect an acknowledgment of receipt within two business days.

Once approved, payment is due immediately.

APPLY NOW

Connect with Us @KeystoDMS



Also available at: (630) 320-2991