

Content Marketing @ Second City

When:

Start: Thursday, July 11, 2019 at 10:30am

End: Thursday, July 11, 2019 at 5:00pm

Where:

Second City UP Comedy Club

230 W. North Ave 3rd Floor

Chicago, IL 60614

Agenda

TIME	EVENT DETAILS
10:30am	Grab & Go Breakfast OPENING REMARKS Paul Robinson Director, Brand Activation ANA
10:40am	REIMAGINING THE CONTENT MARKETING CREATIVE BRIEF Marketing – and Content Marketing - has changed (just ask the algorithms and Gen Z'ers). It's time for the creative briefing process to change along with it. For decades, Second City Works has used improvisation to help clients originate ideas for Super Bowl ads, invent new products and concept Content Marketing stories and messages. In doing so, we've seen how applied improvisation can avoid games of telephone, prevent fauxllaboration, and worse yet, arguments about agreeing. In this fun, playful interactive workshop, we'll share some ideas for getting on the same page and generating better ideas faster for your Content Marketing. Second City Works Leadership & Performers

TIME	EVENT DETAILS
11:15am	<p data-bbox="391 247 1357 323">USING CUSTOMER-CENTRICITY TO REVAMP AN ENTERPRISE CONTENT STRATEGY</p> <p data-bbox="391 369 1419 667">By moving from a product-focused to customer-centric approach, U.S. Bank was able to turn multiple business line-specific content marketing strategies into an enterprise effort. With launch of its financial empowerment platform, Financial IQ, U.S. Bank was able to standardize the customer journey and scale its content and distribution efforts. Now the bank uses channel-first strategies to put the right content in front of key audiences, driving desired actions and valuable conversions.</p> <p data-bbox="391 705 561 737">Erin Gulden</p> <p data-bbox="391 745 974 777">AVP, Inbound Marketing Director U.S. Bank</p>
11:55am	<p data-bbox="391 852 883 884">Networking Coffee Break / Sketch</p>
12:15pm	<p data-bbox="391 932 1357 1008">TAKE A CHANCE: FUTURE-FOCUSED TRENDS TO BREAK THROUGH THE NOISE</p> <p data-bbox="391 1052 1419 1394">In an increasingly crowded landscape, brands have no chance of standing out if they don't take a courageous approach to creating great content. In this workshop, you'll learn the keys to getting out of your own way and discover the rising trends you can capitalize on right now to cut through the clutter. Some of the areas that will be covered include: 4 reasons most marketers aren't making great content + 4 lessons for how to overcome those obstacles and 3 steps you can take today to become a content leader tomorrow.</p> <p data-bbox="391 1434 591 1465">Carrie Kerpan</p> <p data-bbox="391 1474 1066 1505">CEO, Likeable Host, "All the Social Ladies" Podcast</p>
12:55pm	<p data-bbox="391 1593 1403 1669">PUNCHING ABOVE YOUR WEIGHT: USING 'WEIRDLY AWESOME' CONTENT TO DISTORT BRAND SHARE OF VOICE</p> <p data-bbox="391 1713 1395 1875">How Trolli leveraged content marketing to establish its 'weirdly awesome' brand identity, successfully breaking through a cluttered competitive environment and achieving 4X non-chocolate category growth from 2014-2018.</p>

TIME	EVENT DETAILS
------	---------------

Annie Meyer
 Brand Director, Trolli & SweeTARTS Ferrara Candy Company

1:35pm **Luncheon / Sketch**

2:35pm **100 YEARS OF HOSPITALITY: HILTON'S TALE OF GLOBAL IMPACT, TRIUMPHS & FUTURE TOLD WITH HUMAN STORIES**

As Hilton celebrates its 100th year as a leader in global hospitality, the company is employing a communications content strategy centered not just around their 5,600 properties in 113 countries and territories, but around people – the travelers, the employees, and the people of the communities in which they operate. Hear from Lou Dubois, Director of Content, Global Brand Communications, on Hilton’s successes and lessons learned in using human-centric storytelling, a historic past, and your biggest brand advocates – your employees – to tell stories that transcend borders, languages and cultures.

Lou Dubois
 Director of Content Marketing Hilton

3:15pm **MAKING YOUR CONTENT HUB WORK FOR YOU**

Are you considering launching a content hub, but unsure whether to pursue brand-driven thought leadership or acquisition-driven SEO as your goal? Don't worry: you actually don't need to choose.

Learn the best way to craft your content hub's multi-pronged strategy, so that you can sail through internal approvals and best serve your target audience(s). Expect to take home proven tips for driving consumer trust via content as well as techniques for attracting the right customers through smart SEO keywords and personas.

Alissa Green
 Former Head, Content Marketing Great Wolf Resorts

3:55pm **Networking Coffee Break / Sketch**

TIME	EVENT DETAILS
4:15pm	<p data-bbox="391 260 776 294">LET ME TELL YOU A STORY...</p> <p data-bbox="391 338 1419 638">Content marketing is a buzz word that like it's other brethren buzz words (Big Data, Trend Spotters, Brand Evangelists...), mean everything and nothing at the same time. The reality is that content marketing is one of the oldest marketing strategies and tactics ever created. Stories have been told to people well before any screen was invented. From hieroglyphics to YouTube, the simplicity of a good story well told is what sets content apart from boring to interesting.</p> <p data-bbox="391 674 808 747">Victor Lee Chief Marketing Officer RXBAR</p>
4:55pm	Conference Ends