

HERO CONF TRACK 1 - SEAPORT F

08:15am REGISTRATION AND EXHIBITON

09:15am PAID SOCIAL ADVERTISING

Akvile Defazio - AI-powered meta ads: taking performance to new heights
Andrea cruz - LinkedIn ad settings and tactics you didn't know you needed
AJ Wilcox - advanced LinkedIn ads

10:25am BREAK

10:55am AI & PAID MEDIA

Brooke Osmundson - How to infuse AI to uplevel PPC performance
Prashant Puri - Unlocking the Full Potential of AI in Paid Media Campaigns

12:05am LUNCH

1.20pm P MAX

Duane Brown - Performance Max: how to 2x your ROAS
Kirk Williams - Level Up Your PMax and Merchant Center Next Skills
Susan Yen - PMax For Lead Gen: Hacking PMax Big ROAS

2:30pm BREAK

3:00pm PAID SOCIAL STRATEGY

Joe Martinez - Choosing the Right Objective for Your YouTube Campaigns
Cory Henke - Evolving screens: YouTube's advertising journey from landscape to tv and shorts
Michelle Morgan - Driving Quality Leads from Social Campaigns

4:10pm BREAK

4:40pm HERO CONF: KEYNOTE

Ginny Marvin - Google Ads product roadmap

5:30pm EXHIBITOR HAPPY HOUR - SEAPORT FOYER

7-11pm KAROKE PARTY AT BARLEY MASH & GINGERS - SPONSORED BY GOOGLE

HERO CONF TRACK 2 - GASLAMP

REGISTRATION AND EXHIBITON

SEARCH BRAND ADVERTISING

Andrew Lolk - The real reason nobody agrees on brand bidding
Dustin W. Baly - Holistic Search for Brand And Performance Marketing Excellence

BREAK

CREATIVE & COPY

Kyle Shurtz - Double or Nothing: Bold Vertical Video Strategies that Pay Off
Ameet Khabra - Ad Copy - AI vs Humans
Alisa Gammon - Boost Your Revenue with Facebook Creative and Copy Best Practices

LUNCH

PAID MEDIA SUCCESS

Aashna Makin - Step out of the "stop-start cycle" for good and finally run profitable campaigns
Susan Wenograd - The 3 paid media things people are doing wrong & how to fix it
Tas Bober - Customer-led and product-led landing pages that create trust and pipeline growth

BREAK

FUTURE OF ADVERTISING

Greg McCoy - AI for advertisers: work smarter, not harder in the age of automation
Tim Halloran - AdOps Alchemy: Paid Strategies using AI That Work & Make \$\$\$
Jason R. Dailey - Marketing at the Speed of Culture and Technology

BREAK

HERO CONF TRACK 1 - SEAPORT F

08:15am REGISTRATION AND EXHIBITON

09:15am PAID STRATEGY

Sarah Stemen - Guiding dialog: strategic conversations in paid search
Phoebe Redfern - Paid Strategies Shouldn't be Flat Packed.

10:25am BREAK

10:55am NON-GOOGLE PAID SEARCH

Megan Murphy - Understanding Key Differences of Google Ads and Microsoft Ads
Nate Burke - Microsoft Strikes Back: A New Bing

12:05am LUNCH

1.20pm PAID SEARCH

Jessica Dee - Laying the Foundation For a Successful PPC Account
Sam Tomlinson - The data-informed PPC account structure
Chester Scott - Winning in the "Era of Exclusion": Proven Strategies to Optimize Paid Media Campaigns

2:30pm BREAK

3:00pm SEARCH COLLABORATION

Jeremy Hull & Travis Tallent - AI Holistic Search: Future-proofing your Paid & Organic SERP
Kevin Lee - Using compound marketing strategies in SEO and SEM

4:10pm EXHIBITOR HAPPY HALF-HOUR - SEAPORT FOYER

4:40pm HERO CONF: KEYNOTE

Fred Vallaeys - Work Smarter, Not Harder: GPT and Automation Hacks for Modern Advertisers

5:30pm DRINKS RECEPTION - SEAPORT F

6-9:00pm CLOSING NETWORKING PARTY - MARINA ROOM

HERO CONF TRACK 2 - GASLAMP

REGISTRATION AND EXHIBITON

SOCIAL ADVERTISING

Jamie Smith - How to Use Paid Social and Remarketing to Boost ROI

BREAK

REPORTING & MEASUREMENT

Julia Vyse - Making performance media real for outside teams
Cassie Allinger - From Metrics to Meaningful KPIs: A Beginner's Guide to Automated Dashboards
Josh Slodki - Making Google Ads and Looker Studio Work for You

LUNCH

AD TARGETING & TRACKING

Brittany Sager - Shifting the Focus from Keyword Targeting to Audience Targeting
Brett Fish - Unf*ck Your Meta Tracking - The Expert Meta Signals Audit
Amy Hebdon - Audience-first differentiation: paid search messaging that matters to your market

BREAK

GOOGLE ADS

Anthony Higman - Google Local Services Ads: everything we have learned in 3 years of running these for clients
Damon Gochneur - Google Display Network to drive conversions

BREAK