



HEADLINE SPONSOR



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brainlabs

Tuesday

### Hero Conf - Track 1

SEAPORT F

#### 9.15am - 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  
Natalie Barreda - Feeding the Machine: Optimizing Inputs to Maximize Paid Media Outputs

#### 12:05PM - LUNCH BREAK

#### 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 - KEYNOTE

Ginny Marvin - Google Ads: A Look Ahead

#### 5.30pm - EXHIBITOR HAPPY HOUR - EXPO HALL

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

### Hero Conf - Track 2

GASLAMP A-D

#### 9.15am - SEARCH BRAND ADVERTISING

Andrew Lolk - The Real Reason Nobody Agrees on Brand Bidding  
Dustin W. Baly - Holistic Search for Brand And Performance Marketing Excellence  
Dii Pooler - AI-powered ad copy: writing ads that convert without losing the human touch

#### 10:25am - BREAK

#### 10:55am - 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

#### 12:05PM - LUNCH BREAK

#### 1.20pm - PAID MEDIA SUCCESS

Aashna Makin - Step out of the "stop-start cycle" for good and finally run profitable campaigns  
Amy Hebdon - Audience-first differentiation: paid search messaging that matters to your market  
Tas Bober - How to Build Landing Pages that Drive Sales

#### 2.30PM - BREAK

#### 3.00pm - 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

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SEAPORT F

### 9.15am - PAID STRATEGY

Sarah Stemen - Guiding dialog: strategic conversations in paid search  
Phoebe Redfern - Paid Strategies Shouldn't be Flat Packed  
Matt Carter - Paid Media: Being Everywhere The Customer Is

### 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  
Jack Sherratt - What's next in targeting and creative on Amazon Advertising

### 12:05PM - LUNCH BREAK

### 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 - EXPO HALL

### 4:40pm - KEYNOTE

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

### 5.30pm - DRINKS/RECEPTION - SEAPORT F

### 6PM-9PM - CLOSING NETWORKING PARTY - MARINA ROOM

## Hero Conf - Track 2

GASLAMP A-D

### 9.15am - SOCIAL ADVERTISING

Jamie Smith - How to use paid social and remarketing to boost ROI  
Jourdan Smith Tik Tok shops and ads

### 10:25am - BREAK

### 10:55am - 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

### 12:05PM - LUNCH BREAK

### 1.20pm - 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  
Greg Finn - Unconventional PPC tactics that deliver unparalleled results

### 2.30PM - BREAK

### 3.00pm - GOOGLE ADS

Anthony Higman - Google Local Services Ads: everything we have learned in 3 years of running these for clients  
Damon Gochneaur - Google Display Network to drive conversions  
Phylis Ballew - Merchant Center: Steps To Success

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