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HERO CONF SAN DIEGO

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
Arron Goodin - 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 - Take your merchant center account to the next level
Susan Yen - PMax For Lead Gen: Hacking PMax Big ROAS

2.30PM - BREAK

3.00pm - PAID SOCIAL STRATEGY

Joe Martinez - Prepping video action campaigns for 2025
Cory Henke - Evolving screens: YouTube's advertising journey from landscape to tv and shorts
Michelle Morgan - Generating high quality leads with social

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

Dustin W. Baly - Holistic Search for Brand And Performance Marketing Excellence
Andrew Lolk - The Real Reason Nobody Agrees on Brand Bidding
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 - Take the guesswork out of Facebook ad creative & copy

12:05PM - LUNCH BREAK

1.20pm - PAID MEDIA SUCCESS

Aashna Makin - Escaping the start-stop-start cycle of Facebook ads
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

4.10pm - BREAK

4:40pm - KEYNOTE

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Hero Conf - Track 1
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 POLYWOOD Consumer 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 art and science of 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 - The power of compound marketing

4.10pm - EXHIBITOR HAPPY-HALF HOUR - EXPO HALL

4:40pm - KEYNOTE

Fred Vallaeys - 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
Gabe Trumbo   The future of Tik Tok advertising

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

4.10pm - BREAK

4:40pm - KEYNOTE

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

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