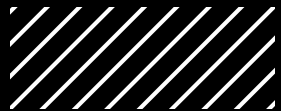
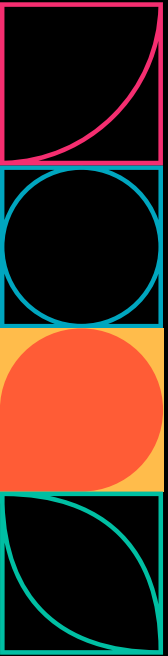
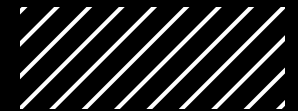


MARKETING PROFESSIONALS AT INBOUND



INBOUND 2023 Custom Agenda



INBOUND IS THE ULTIMATE DESTINATION

for anyone looking to learn, grow, and connect with industry leaders across tech who specialize in marketing, sales, operations, customer success, and much more.

STAY UP TO DATE ON THE LATEST MARKETING INNOVATIONS

and approaches, discover new tools and resources to enhance your marketing strategies, and **develop fresh skills through hands-on workshops and interactive sessions**, selected just for you.

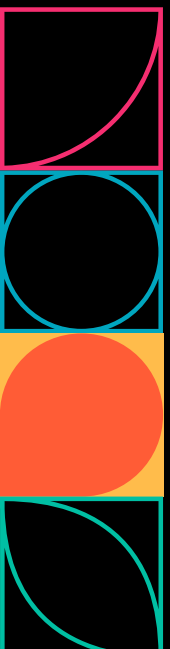
THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset.

As a marketing professional, INBOUND sessions will provide tips, tricks, and insights into the need-to-know-business trends and practices crucial to your work, while always keeping customers at the heart of your business.

HOW CAN YOU BEST PREPARE FOR THE AI BOOM?

Looking for ways to best optimize your marketing spend?
Want to connect and network with other marketing peers and industry leaders?



TOP SESSIONS FOR MARKETING PROFESSIONALS

1. Lessons on Innovation, Leadership, and Navigating Change

with **REESE WITHERSPOON**
(Actor, Producer, Founder; Hello Sunshine)

Join Reese for a revealing conversation encompassing her practical strategies for driving growth and creating a culture of excellence, as well as the challenges and opportunities of producing content in a rapidly changing landscape.

3. Preparing for the AI Boom: The Perspective of a Futurist

with **SINEAD BOVELL** (Founder, WAYE)

Dubbed “the A.I. educator for the non-nerds” by Vogue, Sinead Bovell is “changing the narrative of who should be talking tech.” Get her straightforward take on technology and the future and explore the exciting possibilities *and* concerns of an emerging AI-powered future.

2. Fueling Focus and Creativity

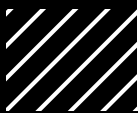
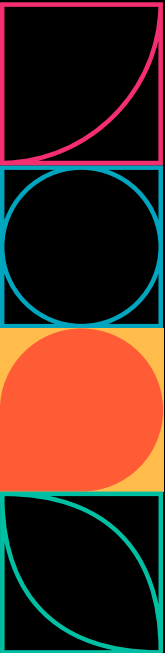
with **ANDREW HUBERMAN**
(Neurobiology Professor and Host, Huberman Lab Podcast)

A conversation with Andrew Huberman exploring the power of intense focus, mindfulness, and rest to fuel creativity and strengthen the culture of a team.

4. The HubSpot Spotlight

with **YAMINI RANGAN** (CEO, HubSpot),
DHARMESH SHAH (Co-founder and CTO, HubSpot),
and **ANDREW PITRE** (Executive VP, Product; HubSpot)

Kick off INBOUND 2023 at Main Stage with HubSpot’s Yamini Rangan, CEO, Dharmesh Shah, Founder & CTO, and Andrew Pitre, EVP, Product. Always one of INBOUND’s most popular sessions, this is a don’t miss moment for all attendees!



TOP SESSIONS FOR MARKETING PROFESSIONALS

5. Mystery of Marketing Attribution: How To Optimize Your Spend

with **CONNOR JEFFERS** (CEO, Aptitude 8 and hapily)

Explore the ever-evolving world of marketing attribution, understand why traditional methods of marketing attribution often fall short, and what you can do to get a better grasp on your marketing ROI. *Reservation is required.

7. Keys to World Class Content and Winning Trust in the AI Era

with **MARCUS SHERIDAN** (Author of They Ask You Answer, Marcus Sheridan International & IMPACT)

Are you looking to create world-class content that wins trust, traffic, leads, and sales? Are you intimidated with AI and wondering how to use it the right way, to produce the right content, and get the right results? If so, this is a session you won't want to miss. *Reservation is required.

6. Marketing Revolution: How to Win When Everyone Is Using AI

with **NEIL PATEL** (Co-founder, NP Digital)

Everyone is talking about AI and how to use it. Join this session to break down a different way to think about marketing in a cheaper and faster way, especially with SEO. Learn a new strategy to generate traffic that doesn't rely on content creation. Discover how to build a brand and community without relying on social channels.

8. Debate: Email — Get the Open! vs. Get the Response!

with **TROY SANDIDGE** (Founder and Principal Growth Strategist, Strategy Hackers), **NANCY HARHUT** (Chief Creative Officer, HBT Marketing), and **JAY SCHWEDELSON** (CEO and Founder, Outcome Media/SubjectLine.com/GURU Events)

Jay Schwedelson and Nancy Harhut dive deep into the important elements that drive email success: timing, sender, pre-header, CTAs, design, landing pages, and a few other secrets that they won't reveal just yet.

TOP SESSIONS FOR MARKETING PROFESSIONALS

9. B2B to B2C Marketing Revamp: Campaigns & SEO

with **ANDREW WARDEN** (Chief Marketing Officer, Semrush)

If you're tired of using the same old B2B approach for your marketing campaigns, Andrew Warden reveals actionable tactics and insights to effectively transfer your B2B strategy to a B2C approach.

***Reservation is required.**

11. Meetup: Marketing School Podcast Fans at INBOUND

with **ERIC SIU** (Founder, Single Grain) and **NEIL PATEL** (Co-founder, NP Digital)

Are you a fan of Marketing School with Neil Patel and Eric Siu? Do you geek out on the latest marketing tips, tricks, and trends? Meet with fellow marketers and fans and members of the Marketing School team to make connections and swap ideas! ***Reservation is required.**

10. Meetup: GURU Events Email Marketing Community

with **JAY SCHWEDELSON** (CEO and Founder, Outcome Media/SubjectLine.com/GURU Events)

Get ready for some actual networking FUN with marketers who are passionate about email marketing. Grab free SWAG, hang with the GURU Conference squad, meet other amazing attendees, hop in our crazy photo booths, and more!

***Reservation is required.**

12. Community: Myths, Tips, and the Marketing Mix

with **ASHLEY FAUS** (Director of Integrated Product Marketing, Atlassian) and **DEVIN BRAMHALL** (Marketing Advisor and Agency Growth Strategist, Devine Consulting)

Companies are jumping on the latest trend: community-led growth, but people don't want to talk to logos, they want to talk with humans. How can brands join the conversation? Explore the shifts that brands need to make to build robust, self-sustaining communities based on helpfulness and trust. ***Reservation is required.**

Explore [INBOUND Sessions](#)



COMMUNITY AND CONNECTION ARE AT THE HEART OF INBOUND.

Deepen your craft and areas of expertise while also expanding your network with a global, diverse, and inclusive community of marketing leaders.

Build meaningful connections at INBOUND with our new communities and Meetup experiences.

IMMERSE YOURSELF IN A 360° EXPERIENCE

that offers top-notch education, vibrant community-building, entertainment, wellness, delicious food, and other surprise and delight moments on-site. From our VIP Welcome Party and activities at Lawn on D to interactive sponsorship activations and more, **don't miss out on all of the exciting events at INBOUND.**

NEED APPROVAL FROM LEADERSHIP TO COVER THE COSTS OF ATTENDING INBOUND?

Download our Convince Your Boss Letter to explain the value of INBOUND, share the game-changing sessions you're most excited about, and **how attending will level up your personal growth in alignment with your company's goals.**

