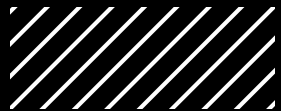
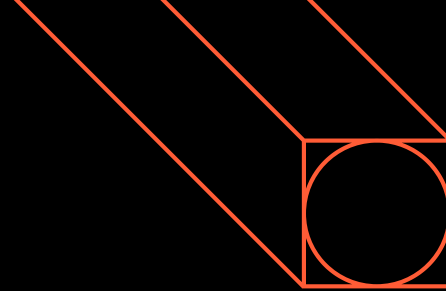
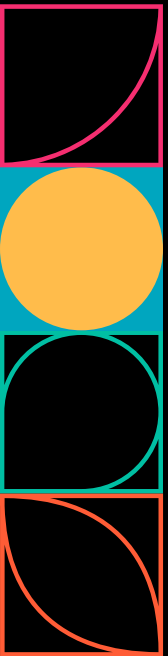
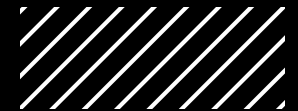


BRAND & CREATIVE MARKETING AT INBOUND



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 CREATIVE MARKETING INNOVATIONS

and approaches, discover new tools and resources to enhance your brand 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 brand and creative 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.

WHAT'S THE BEST WAY TO CREATE A FLAWLESS BRAND NARRATIVE?

Looking for ways to write world class content in the AI era? Want to connect and network with other marketing creatives and industry leaders?

TOP SESSIONS FOR BRAND & CREATIVE MARKETING

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. Crafting a Flawless Narrative: Lessons in Brand Building

with **DR. YVETTE NOEL-SCHURE**
(Executive VP and Co-founder, Schure Media Group)

Learn from a master storyteller, with 20+ years of experience helping shape the brands of some of the music industry's biggest stars (including Beyoncé), on what roles patience, passion, and persistence have played—and how she's successfully used brand strategy as a growth propeller for her clients.

2. Scaling Through Community and Connection

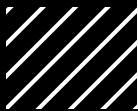
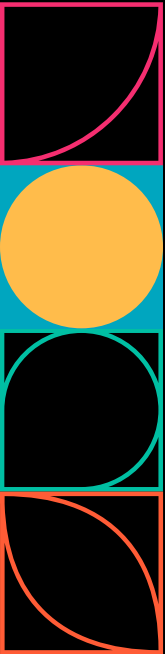
with **MORGAN DEBAUN** (Founder and CEO, Blavity, Inc.)

An intimate chat with Morgan DeBaun on her track record of innovation in media, and how she approaches content, growth, and community as a craft—leaning into her journey with Blavity Inc. and Afrotech's commitment to share insights on how to build diverse community spaces.

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 BRAND & CREATIVE MARKETING

5. 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.

7. Focus on the Future: Navigating the Next Decade

with **STEVEN BARTLETT** (Entrepreneur, Investor, Bestselling Author, and Host of Europe's no. 1 podcast "The Diary of a CEO")

A fireside chat with Steven Bartlett on his big bets on upcoming trends and how businesses can stay ahead of the curve in an ever-evolving world.

6. 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.

8. Why International Marketing Is Your Growth Superpower

with **SUNIL DESAI** (Vice President, Brand Marketing; HubSpot), **KAT WARBOYS** (APAC Marketing Director; HubSpot), and **SUSANNE RÖNNQVIST AHMADI** (VP, International Marketing; HubSpot)

Global expansion is often the next step for a brand, but how should leaders think about scaling marketing orgs and how to structure it? This panel of global marketing leaders will debate around hiring, where to make your international marketing bets, why content localization is more than translation, and where and how to navigate your biggest friction points with your global colleagues. *Reservation is required.

TOP SESSIONS FOR BRAND & CREATIVE MARKETING

9. Online and In-Person Event Marketing: What's Working Now!

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

Webinars, events, and on-demand video are critical to drive demand generation for marketers. Learn the latest tactics that help to greatly increase registrations, views, and show-up rates. Gather easy changes to emails, landing pages, and social posts to drive performance and which pitfalls to avoid.

11. The CMO Scorecard: The 3 Components of Performance Branding

with **TYRONA HEATH** (Director, The B2B Institute; LinkedIn)

The main job of brand advertising is to influence future buyers, making them more likely to buy a brand in a future buying situation. But, how do you measure and optimize brand advertising for a purchase that may not happen for quarters or years? Learn the fundamental equation for how advertising works and understand how to optimize your brand advertising to hire more talent and generate more meetings and leads. ***Reservation is required.**

10. Meetup: The Marketing Millennials Community

with **ARI MURRAY** (VP of Growth, Sharma Brands) and **DANIEL MURRAY** (Founder, The Marketing Millennials)

Come hang and enjoy some refreshments with your future marketing besties. You never know who you'll meet. Have we mentioned that there will be free refreshments? Tempting! ***Reservation is required.**

12. Latest Social Media Trends From the "Beyoncé of Marketing"

with **JUNAE BROWN** (CEO and Founder, Marketing Strategist, Talent Manager; Brownd 2 Perfection Agency), **ARI MURRAY** (VP of Growth, Sharma Brands), and **DANIEL MURRAY** (Founder, The Marketing Millennials)



Attend a LIVE recording of The Marketing Millennials podcast (a top 20 marketing podcast) with hosts, Ari Murray and Daniel Murray and guest, Junae Brown, also known as the "Beyoncé of Marketing". Junae will share her insights on the latest social media tactics that brands should be implementing in their marketing strategies, ideas to test on social media, and provide actionable social media tips to implement today.

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 brand and creative 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.**