

COMMUNITY 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 MARKETING INNOVATIONS

and approaches, discover new tools and resources to enhance your community building 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

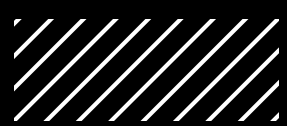
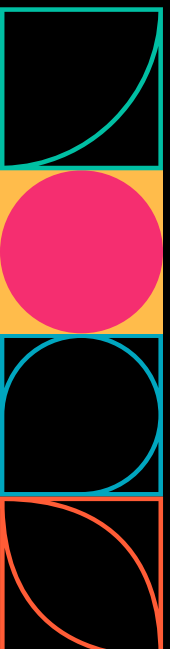
and how the future of business is all about a connected mindset.

As a community marketer, 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 DO YOU USE SOCIAL MEDIA TO IMPROVE CX?

Looking for ways to create a flawless brand narrative?

Want to connect and network with other community marketers and industry leaders?



TOP SESSIONS FOR COMMUNITY MARKETING

1. 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.

3. 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.

2. Crafting a Flawless Narrative: Lessons in Brand Building

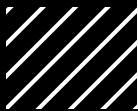
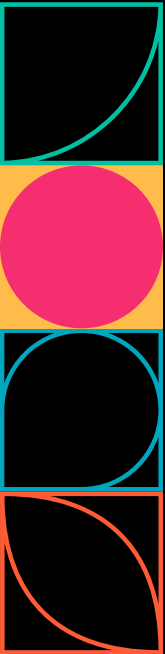
with **DR. YVETTE NOEL-SCHURE**
(Executive VP and Co-founder, Schure Media Group)

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.

4. How They Built HubSpot

with **BRIAN HALLIGAN** (Co-founder and Executive Chairperson, HubSpot), **DHARMESH SHAH** (Co-founder and CTO, HubSpot), and **GUY RAZ** (Author, Radio Personality, and Journalist; How I Built This)

A conversation with HubSpot co-founders Dharmesh Shah and Brian Halligan, interviewed by Guy Raz, on their nonlinear journey building and scaling HubSpot—and lessons they learned from their 16 year journey, and how HubSpot is maintaining its reputation for innovation.



TOP SESSIONS FOR COMMUNITY MARKETING

5. BELONGing — Intersection of DEI and Customer Experience

with **SHONNAH HUGHES** (VP, Global Salesforce Alliance; CGI) and **DAN GINGISS** (Chief Experience Officer, The Experience Maker)

How can businesses authentically engage with different communities to gain their loyalty and hard-earned dollars? By giving them a place to BELONG. Learn how DEI is more than an HR concept; it's about building products and services with your diverse customer base in mind and being inclusive in your marketing. ***Reservation is required.**

7. Conversations That Connect: Improving CX Using Social Media

with **BROOKE B. SELLAS** (Founder, CEO; B Squared Media)

95% of customers buy based on emotion. But, when you look at most branded content on social media, the content falls flat, boring — comprised of clichés and facts. Mine your social media conversations to improve CX, find new leads, understand brand sentiment, spy on your competitors, and add more to the bottom line using organic social media. ***Reservation is required.**

6. 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.**

8. Build Connected Communities

with **ARI MURRAY** (VP of Growth, Sharma Brands), **MARJORIE ANDERSON** (Founder and Principal Strategist, Community by Association L.L.C.), **DANIEL MURRAY** (Founder, The Marketing Millennials), **JAY SCHWEDELSON** (CEO and Founder, Outcome Media/SubjectLine.com/GURU Events), and **CHRISTINA GARNETT** (Principal Marketing Manager, HubSpot)

In this panel, join community leaders Daniel Murray, Ari Murray, Jay Schwedelson, Christina Garnett, and Marjorie Anderson as they share insights on how to build a thriving community. Learn what makes a great community, strategies on how to build your own, lessons learned from building one, why Connected Communities are the future, and how to win together.

TOP SESSIONS FOR COMMUNITY MARKETING

9. 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.**

11. Meetup: HubFans and Community Champions

with **SHARON LICARI** (Senior Community Manager, HubSpot) and **CHRISTINA GARNETT** (Principal Marketing Manager, HubSpot)

Join this Meetup for the opportunity for HubFans and Community Champions to connect and hang out together. ***Reservation is required.**

10. 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.

12. How To Build a Community That Isn't a Ghost Town

with **EVAN HAMILTON** (Director of Community, HubSpot)

How many dead Slack channels are you part of? Did you know that 98% of new communities on Reddit fail? With all that in mind, what chance do YOU have to build a thriving community? Learn about the pitfalls that doom most communities and how you can plan and iterate your way into a successful community launch (all without massive resources).

***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.**

