



CONFERENCE AGENDA

BRIDGELINE
DIGITAL



orchestraCMS
BY BRIDGELINE



Wednesday, October 16th

5:00pm - 6:30pm

Welcome Cocktail Reception / Registration

Tom McGourty, EVP Partnerships & Strategic Alliances

Thursday, October 17th

8:00am - 8:30am

Registration / Breakfast

8:30am - 9:00am

Keynote Presentation - Bridgeline Strategy & Future Plans

Ari Kahn, President & CEO

9:00am - 10:00am

Product Demonstrations - Highlights & What's New

Carl Prizzi, EVP of Product Marketing: Unbound
Josh Ramirez, Director of Customer Success: Celebros
Darren Smith, Training Specialist: OrchestraCMS

10:00am - 10:15am

Break & One-on-One Sessions

10:15am - 11:15am

Customer Show & Tell

Hear featured customers tell their success stories and show examples of best practices.

11:15am - 11:45am

Roundtable Discussions

Pick your topic and join other customers and Bridgeline SME's in an open discussion. Topics may include: Content Marketing & SEO, Conversion Strategies & Search, Lead Nurturing & Customer Acquisition, and Optimizing the eCommerce Experience.

11:45am - 12:30pm

The 5 Keys to Compelling & Credible Brand Storytelling

Listen as special guest speaker Melanie Deziel, CEO of www.storyfuel.co, teaches the audience how to think like a journalist.

12:30pm - 1:30pm

Lunch & Customer Support Update

Jim Voss, EVP of Technology

1:30pm - 2:15pm

Tips, Tricks & Optimizations

Hear our experts and other customer's share how to make your sites sizzle. Presented by Jeremy LaDuque and Bridgeline SME's.

2:15pm - 3:00pm

Leverage your Bridgeline Customer Success Team

Hear about packages and solutions to address common challenges such as compliance, testing strategies and more. Presented by Erin McCue, EVP of Professional Services & Bridgeline SME's.

3:00pm - 3:15pm

Break & One-on-One Sessions

3:15pm - 4:15pm

Explore the Customer Journey

Hear featured partners & customers tell their customer journey success stories and best practices.

4:15pm - 5:00pm

Roadmap Review & Customer Suggestions

Bridgeline's Carl Prizzi, Jim Voss & Ari Kahn outline our bright future and exciting plans. We want to hear from you! Tell us what you'd like to see in your future with Bridgeline.

5:30pm - 6:30pm

Shuttle Bus Departure to Chelsea Pier

6:30pm - 10pm

Join Us for a NYC Dinner Cruise Aboard Spirit of New York!