

ResponseCon 2017 San Diego



Conference Day – OCT 23

9:15 AM – 10:00 AM / REGISTRATION OPENS

10:00 AM – 10:30 AM / OPENING KEYNOTE

Meet GetResponse: How Did We Get Here and Where Are We Going Next?

Simon Grabowski – CEO, GetResponse, Mike Morris – Head of GetResponse US

10:30 AM - 11:15 AM / KEYNOTE

The Loyalty Loop: How Small Things Add Up to Big Business

Andrew Davis – CEO Monumental Shift

11:15 AM – 12:00 PM / CUSTOMER CASE STUDY

How Owen Video Uses Video and Email Marketing for Lead Generation

Owen Video – YouTube and Video Consultant

12:00 PM – 12:45 PM / LUNCH BREAK

12:45 PM - 1:30 PM / KEYNOTE

Optimizing the Customer Journey from First Touch to Final Purchase

Jamie Turner – CEO SIXTY

1:30 PM – 2:15 PM / PANEL DISCUSSION

Small and Medium Business Growth and Challenges in Today's Economy

Jamie Turner, Simon Grabowski, Mike Morris, Andrew Davis, Owen Hemsath

2:15 PM – 2:30 PM / BREAK

2:30 PM – 3:15 PM / BREAKOUT SESSION

The Insider's Guide to GetResponse Product Innovations

Michael Leszczynski – Content Marketing Manager, Kamil Jodelko – Customer Education Expert

3:15 PM – 4 PM / BREAKOUT SESSION

We Want You! Become GetResponse Certified Partner

Michael Leszczynski, Mike Morris, Taylor Barr, Zak Barron

4:00 PM – 5:30 PM / NETWORKING

Workshop Day – OCT 24

9:00 AM – 9:30 AM / REGISTRATION OPENS

9:30 AM - 11:15 AM / WORKSHOPS

Email Marketing Certification

Michael Leszczynski – Content Marketing Manager, Kamil Jodelko – Customer Education Expert

11:15 AM – 11:30 AM / BREAK

11:30 AM – 1:00 PM / WORKSHOPS

Marketing Automation Certification

Kamil Jodelko – GetResponse Education Expert, Irek Klimczak – Content Marketing Expert

1:00 PM – 2:00 PM PM/ ROUNDTABLE SESSIONS WITH GETRESPONSE EDUCATION EXPERTS

Michael Leszczynski, Abby Hehemann, Kamil Jodelko, Taylor Barr