

UPRISING MARKETING RECAP

VALENTINA ESCOBAR-GONZALEZ, MBA



SANDY CARTER

MEGA TRENDS CHAT

AI & LEADERSHIP, CONVERGENCE OF TECH,
BLOCKCHAIN, HUMANOIDS



ED KELLER

W O M M

STRATEGY

IN A DIGITAL WORLD

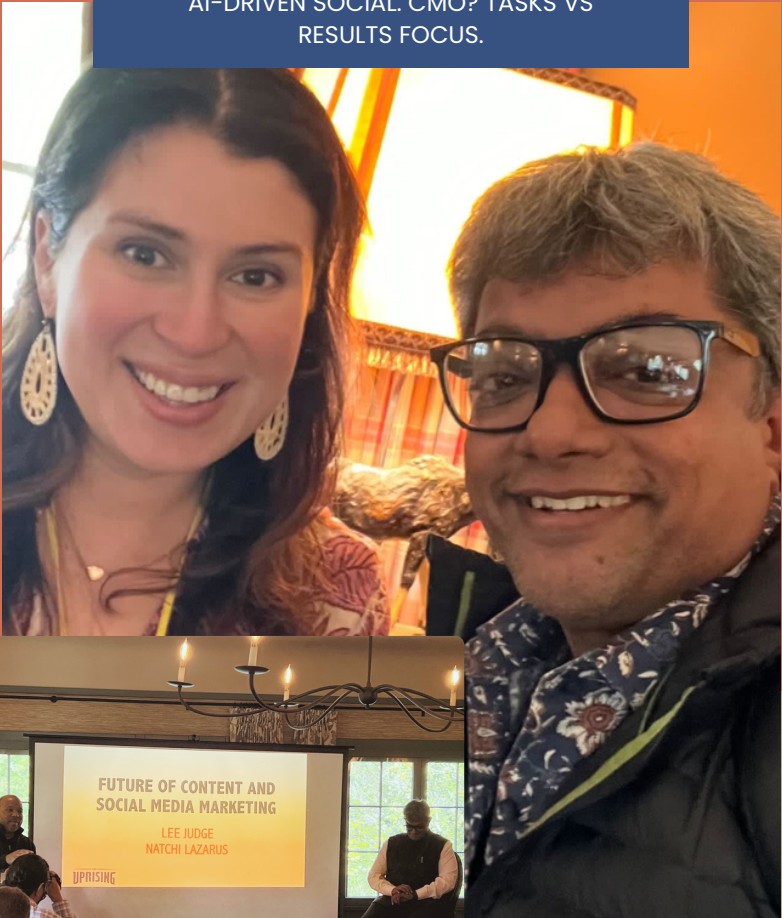
WOM OF DRIVES 13% OF CONSUMER SALES.
9% OF SALES COMES FROM ONLINE SOCIAL
MEDIA!



NATCHI LAZARUS & LEE JUDGE

FUTURE OF CONTENT &
SOCIAL MEDIA MARKETING

AI'S BIGGEST IMPACT ON CONTENT.
AI-DRIVEN SOCIAL. CMO? TASKS VS
RESULTS FOCUS.



RICHARD BLISS

LINKED IN STRATEGY

COMMENT 3X/DAY ON THREE PEOPLE FOR 5
DAYS, PROFILE VIEWS INCREASE TO 300-
500%



KEITH REYNOLDS

INFORMAL SPEECH

IS YOUR LIFE: THE STORY OF SUCCESS OR
STORY OF SIGNIFICANCE?



MARK SCHAEFER & DAN NESTLE
PERSONAL RELEVANCE

IN THE AI ERA

TIPS ON USING RELEVANCE TO CHOOSE THE
"RIGHT WAVES TO RIDE"



AARON HASSEN (*ON RIGHT*)

PERSONAL BRAND

PROVIDED TIPS ON HOW HE CREATES
CONTENT AND HIS STRATEGIES TO BE
CONSISTENT



EVELYN STARR

THE FUTURE OF BRANDING

USING AUTHENTICITY TO BE CONSISTENT,
TRANSPARENT, TO BUILD HUMAN
CONNECTION



ALICE FERRIS & JASON BLANCHARD

BRAND COMMUNITY

STRATEGY

HOW TO BUILD A SUSTAINABLE AND LOYAL
CUSTOMER COMMUNITY WITH CASE
STUDIES



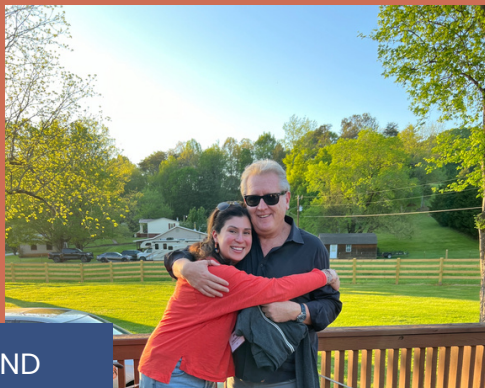
ROBERT CHRISTIANSEN

B E C O M I N G A

R E S I L I E N T L E A D E R

GETTING THROUGH YOUR "RED ZONE" FOR
SUCCESS INCLUDING "TOP-DOWN" &
"BOTTOM-UP" TECHNIQUES





GROUP PICTURE OF ALUMNI AND GRADUATION DAY HUG



THE PERSONAL BRAND JOURNEY, PANEL DISCUSSION WITH AARON HASSEN & MYSELF

