

PRE-CONFERENCE WORKSHOP: TUESDAY, MARCH 18

	Half-Day Workshop	
1:00-4:30pm	Advertiser's Crash Course in Affiliate Marketing Room: Foothill F	

DAY 1: WEDNESDAY, MARCH 19

7:30-8:30am	Registration Room: Golden Gate Foyer	Networking Breakfast Room: Golden Gate C3
8:30-8:45am	Conference Chair Welcome Remarks Geno Prussakov, Affiliate Management Days Room: Golden Gate C2	
8:45-9:45am		Keynote: Performance Secrets of Amazon's Success Bryan Eisenberg, New York Times Bestselling Author Room: Golden Gate C2
9:45-10:00am	State of the Industry Performance Marketing Association Room: Golden Gate C2	
10:00-10:30am	Exhibits & Morning Coffee Break Room: Golden Gate C3	
TRACKS	TRACK 1 Room: Golden Gate C2	TRACK 2 Room: Golden Gate C1
10:30-11:15am	How to Get Affiliates to Care About Your Emails Hunter Boyle, AWeber	Affiliate Management: Grab Your Buckets & Let's Go! Jennifer Myers Ward, ebove & beyond
11:20-12:05pm	Mobile Affiliate Marketing: Million Dollar Industry Not on Everyone's Radar Oliver Roup, VigLink	The Tricks & Traps of Blackhat Affiliate Marketing Wesley Brandi, iPensatori
12:05-1:00pm	Lunch in the Exhibit Hall Room: Golden Gate C3	
1:00-1:45pm	Rapid Fire – Live Affiliate Landing Page Critiques Tim Ash, SiteTuners	10 Things New Affiliate Managers Should Know Martin Marion, Deluxe Corp
1:55-2:45pm	GENERAL SESSION – PANEL DISCUSSION Inside the Mind of the Super Affiliate Moderator: Chuck Hamrick, Hamrick.biz Panelists: Catherine Preisler, CNET Download.com, CBS Interactive Siva Kumar, TheFind, Inc. Jeremy Palmer, Palmer Digital Assets Room: Golden Gate C2	
2:45-3:15pm	Exhibits & Afternoon Break Room: Golden Gate C3	
3:15-4:00pm	Affiliate Compliance: It's Not Just the Message, It's the Messenger Rachel Hirsch, Ifrah PLLC	How to Improve the Advertiser-Affiliate Relationship Moderator: Daryl Colwell, Matomy Media Group Panelists: Drew Thorne-Thomsen, RingRevenue; John Rampton, Search Engine Journal Yurly Timen, Grammarly
4:05-4:50pm	Performance Analytics: Provide Your Affiliates Long-tail Metrics Cameron Stewart, HasOffers	The Value of Working with Different Affiliate Types, the Need to Diversify Choots Humphries, LinkConnector
4:55-5:45pm		Keynote: Affiliate Marketing Grows Up: Inside the Industry's Latest Transformation Robert Glazer, Acceleration Partners Room: Golden Gate C2
5:45-7:00pm	Networking Reception Room: Golden Gate C3	

To access full conference details, download the AM Days official mobile app at <https://events.bizzabo.com/amdaysf14>

DAY 2: THURSDAY, MARCH 20

7:45-8:30am	Registration Room: Golden Gate Foyer	Networking Breakfast Room: Golden Gate C3
8:30-8:35am	Conference Chair Welcome Remarks Geno Prussakov, Affiliate Management Days Room: Golden Gate C2	
8:35-9:50am	KEYNOTE PANEL The Future Affiliate Network Moderator: Robert Glazer, Acceleration Partners Panelists: Charles Calabrese, Performance Horizon Group Todd Crawford, Impact Radius Michael Jones, eBay Enterprise Affiliate Network Brian Littleton, ShareASale Jeff McCollum, CAKE Room: Golden Gate C2	
9:50-10:00am	 Lightning Round of Sponsor Presentations Room: Golden Gate C2	
10:00-10:30am	Exhibits & Morning Coffee Break Room: Golden Gate C3	
TRACKS	TRACK 1 Room: Golden Gate C2	TRACK 2 Room: Golden Gate C1
10:30-11:15am	The Development & Use of APIs for Affiliate Marketing Ryan Hudgins & Sanarr McLaughlin InterContinental Hotels Group	Attribution, Tag Management & Its Impact on Performance Marketing Chris Brinkworth, TagMan
11:20am-12:05pm	Hiring, Firing, and Compensating Affiliate Managers Brook Schaaf, Schaaf-PartnerCentric CC Mullen, Compensation & Organization Solutions	Turn Up the Heat: Engage & Activate Affiliates Who've Since Gone Cold Jon Levine, All Inclusive Marketing
12:05-1:00pm	Lunch in the Exhibit Hall Room: Golden Gate C3	
1:00-1:45pm	10 Affiliate Recruitment Strategies that Work (and a Few Bonus Ones Too!) Sarah Bundy, SarahBundy.com	Understanding How Your Affiliates Promote Your Brand David Naffziger, BrandVerity
1:50-2:45pm	 Keynote: Data-Driven Affiliate Marketing Best Practices Todd Crawford, Impact Radius Room: Golden Gate C2	
2:45-3:15pm	Exhibits & Afternoon Break Room: Golden Gate C3	
3:15-4:00pm	Trends in Affiliate Marketing & Attribution from a Network's Perspective Chad Waite, AvantLink	Using Affiliate Forums and Blogs to Create an Online Reputation Chuck Hamrick, Hamrick.biz
4:05-4:50pm	Best Practices to Go International with Affiliates Michael Ni, Avangate	Video, Audio & Rich Media: Steering Affiliates Beyond Search/Display in Mobile Brett Kaufman, DoublePositive
4:50-5:00pm	Conference Chair Closing Remarks Geno Prussakov, Affiliate Management Days Room: Golden Gate C2	

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