



DIGIMARCON²⁰¹⁴

DIGITAL MARKETING CONFERENCE

SAILING FROM: October 18 - 23, 2014

LOCATION: Carnival Victory, Caribbean Cruise
(Departing from Port of Miami, Florida)

PRESENTED BY



Register by June 30th
& Save \$300!

Register Today!  WWW.DIGIMARCON.COM | 800.805.5385

ABOUT DIGIMARCON 2014

If you want to be successful in digital marketing, you can't afford to miss DIGIMARCON 2014!



The Inaugural DIGIMARCON Digital Marketing Conference will be held from October 18th to 23rd, 2014, and presented by Search Experiences, the World Leader in Branded Search. DIGIMARCON 2014 Conference showcases the most audacious and thought provoking speakers in the digital marketing industry, providing attendees with emerging strategies, the latest innovative technologies, best practices, and insights from successful digital marketing campaigns.

Whether it's building customer loyalty, increasing sales, improving lead generation, or driving greater consumer engagement, the DIGIMARCON 2014 program has been specifically designed to help attendees develop their audience. Attendees will learn how to build traffic, create brand awareness, improve customer service, and develop better use of digital tools internally to drive more productive business outcomes. Immerse yourself in topics such as **Content Strategy, Web Experience Management, Usability/Design, Mobile Marketing, Customer Engagement, Social Media, Targeting & Optimization, Branded Search, Marketing Automation, Analytics & Data** and much, much more!

Over the course of five days onboard the Carnival Victory, sailing to various destinations in the Bahamas, DIGIMARCON 2014 offers all of the elements you need to achieve digital marketing success! Awesome keynotes, expert panels, plus solutions providers and their tools for digital marketing - all in a dynamic, community-based setting. Conventional thought will be challenged, new ways of thinking will emerge, and you will leave with your head and notebook full of action items and ideas to lead your agency / team / account to even greater success. With plenty of networking opportunities, it is the perfect place to build a professional network, find business partners, generate new ideas, and learn.



Registration is limited to ensure attendees get the full benefit of this exclusive Conference. Come to DIGIMARCON 2014 and discover how to thrive as a marketer in a world where everything is digital. Take advantage of our early bird registration deals and secure your seat early! Group discounts are available on a limited basis.

WHO ATTENDS DIGIMARCON 2014

Innovators, senior marketers and branders, entrepreneurs, digital executives and professionals, web & mobile strategists, designers and web project managers, business leaders, business developers, agency executives and their teams, and anyone else who operates in the digital community will attend to learn and leverage digital, mobile, and social media marketing. Whether it's building customer loyalty, increasing sales, improving lead generation, or driving greater consumer engagement, DIGIMARCON 2014 has been specifically designed to help attendees develop their audience and build traffic, create brand awareness, improve customer service, and develop better use of digital tools internally to drive more productive business outcomes.

GENERAL SESSIONS & NETWORKING

Come for five high-impact days and meet the "who's who" in the Digital Marketing Community, gain new insights and share ideas with fellow web business pros. Whether you're just getting started or you're a digital marketing expert, DIGIMARCON 2014 will give you the latest strategies and information to increase your own knowledge and grow your business through digital marketing.

AGENDA AT A GLANCE

Find out what's in store at DIGIMARCON 2014 as we sail the Caribbean together.

DAY ONE: SATURDAY, OCTOBER 18th, 2014		EMBARK / OPENING RECEPTION
11:00am	Port of Miami, FL, United States	Embarkation, Customs, Board Cruise Ship, Check-in
4:00pm	Cruise Ship	5 night Caribbean Cruise Departs
5:30pm	Cruise Ship	Opening Reception
DAY TWO: SUNDAY, OCTOBER 19th, 2014		GENERAL SESSIONS
8:00am to 12:00pm	Cruise Ship	Morning Conference Session: Sponsored Keynote Presentations
12:00pm	Cruise Ship	Networking Luncheon
1:30pm to 5:30pm	Cruise Ship	Afternoon Conference Session: Media, Agency & Association Partner Keynote Presentations
DAY THREE: MONDAY, OCTOBER 20th, 2014		NETWORKING / FREE TIME
7:30am	Grand Turk Island, Turks & Caicos	Cruise Ship arrives Grand Turk Island, Turks & Caicos
Flexible	Grand Turk Island, Turks & Caicos	Relax and enjoy free time onboard Cruise Ship or Disembark for morning of optional shore excursions and/or free time on Grand Turk Island, Turks & Caicos.
2:30pm	Cruise Ship	Cruise Ship departs Grand Turk Island, Turks & Caicos
DAY FOUR: TUESDAY, OCTOBER 21st, 2014		NETWORKING / FREE TIME
9:30am	Half Moon Cay, Bahamas	Cruise Ship Arrives Half Moon Cay, Bahamas
Free Time	Half Moon Cay, Bahamas	Relax and enjoy free time onboard Cruise Ship or Disembark for day of optional shore excursions and/or free time on Half Moon Cay, Bahamas.
5:30pm	Cruise Ship	Cruise Ship Departs Half Moon Cay, Bahamas
DAY FIVE: WEDNESDAY, OCTOBER 22nd, 2014		NETWORKING / FREE TIME / FAREWELL
7:00am	Nassau, Bahamas	Cruise Ship Arrives Nassau, Bahamas
5:00pm	Cruise Ship	Cruise Ship Departs Nassau, Bahamas
5:30pm	Cruise Ship	Farewell Cocktail Party
DAY SIX: THURSDAY, OCTOBER 23rd, 2014		DISEMBARK
8:00am	Port of Miami, FL, United States	Disembark Cruise in Port of Miami, FL, United States

SPEAKERS & KEYNOTES

Some of the speakers presenting at DIGIMARCON 2014.



A New Generation of Branded Search

Aaron Polmeer, Chief Executive Officer, Search Experiences



Aaron Polmeer will give an entrepreneurial perspective on the opportunities and benefits for companies to brand 'web search' the number one activity performed daily online by their customers. Attendees will learn what branded search is, how it is activated and how it can be monetized, while increasing and retaining web traffic online for any company website.



The Convergence of Search and Social

Travis Wright, Chief Growth Officer, MediaThinkLabs



Travis Wright explains the symbiotic relationship between search optimization and social media. Using the latest in data analytics and social media tactics, companies can create optimal omni-channel marketing strategies. Travis lays out the framework for an effective, successful campaign designed to maximize brand awareness and engagement, ultimately leading to increased profits.



Creativity x Performance, Finding the Right Balance

Gabriel Carvalho, President, EyeSea Solutions



Feeling or metrics? Creativity or mathematics? Gabriel Carvalho is a creative director that built his career on traditional advertising but always had to interact with digital marketing professionals. The challenge is to find the right balance between working based on numbers or intuition. Gabriel will talk about the intersection point and share examples of both methods and its consequences.



Mobile Marketing Tips & Best Practices

Robert Fleming, CEO & Founder, eMarketing Association



As CEO of the e-Marketing Association Mr. Fleming guides the Association's efforts in education, professional development, certification and legislation for companies engaged in e-marketing. Mr. Fleming will share the latest mobile marketing tips and best practices from research conducted by the eMarketing Association and taught in its new Mobile Marketing Certification course.



Digital Networking Nuggets

Casey Eberhart, Chief Executive Officer, Blue Horseshoe Media



Expert networker, Casey Eberhart will share 'digital networking nuggets', tips and techniques using digital tools (social media, blogging, videos etc.) to increase sales, leads and conversions from his years of effective networking online. Casey's drive for personal success has increased his drive for the success of his community and the world around him.

and much more ...

TOP 10 REASONS TO ATTEND



1. Find inspiration and fresh ideas.

We're bringing luminary speakers from marketing and beyond to inspire you and help you infuse new ideas into your business.

2. Learn from the experts.

DIGIMARCON 2014 sessions are taught by some of the most innovative marketers from top companies around the world. This is your opportunity to learn from their years of real-world experience.

3. Put yourself ahead of the pack.

Time invested at DIGIMARCON 2014 will pay dividends to you today as you gain valuable knowledge and skills. Our program focuses on emerging trends and solutions to give you the advantage. Put your business on the cutting-edge.



4. Network with other bright minds.

Discuss the latest industry trends with speakers and digital marketing experts. Talk with your peers to learn how they get the most from their marketing programs. At DIGIMARCON 2014, there are plenty of opportunities to make connections at impromptu meetings, brainstorming sessions, and daily social events.

5. World-class content governed by issues, not sponsors

Our sponsors don't control the flow of information at conference sessions; the agenda is set by our independent editorial board and driven by continuous dialogue with the digital marketing community – people like you and your peers.

6. Great advice, incredible value-for-money.

To hire a consultant to get the same insight you'd find at DIGIMARCON 2014 would cost you tens of thousands of dollars; the conference fee is a snip in comparison. What's more, register for our early bird discount and you'll save a further 25% on the registration price.

7. Continual learning is the best way to advance your career

Do you want to lead change or be led by it? Staying on the cutting-edge means better opportunities for career advancement and personal fulfillment. But it also requires learning about new opportunities and challenges. DIGIMARCON 2014 offers that.

8. Conference held in the best place.

We know spending time out of the office is a big deal, which is why we chose the best location for our event – a place that seamlessly mixes business with pleasure – the Carnival Victory.



9. Enjoy evening entertainment.

Once you've soaked in all you can from the keynotes and breakouts, the day will be far from over. Use the evenings onboard the Caribbean Carnival Victory to meet other marketers, and enjoy world-class entertainment.

10. Unwind on a Carnival Victory and the Beach.

The Conference agenda allows for flexible free-time to relax on the ship or disembark with optional shore excursions.



LOCATION

A destination like no other...



DIGIMARCON 2014 will be held onboard a 5 night Caribbean Cruise on the Carnival Victory. The Victory departs from Port of Miami, USA, and sails to 3 picture perfect destinations; Grand Turk Island (Turks & Caicos), Half Moon Cay (Bahamas), and Nassau (Bahamas) before returning back to Port of Miami, USA. With miles of pristine beaches, a dazzling array of world-class family attractions, and its idyllic climate, the Caribbean promises a truly remarkable experience for everyone as an ideal location for DIGIMARCON 2014 Conference.

CRUISE DESTINATIONS

Miami, Florida, United States



Because it's so close to the Caribbean, Miami, Florida is by reputation the world's cruise capital. Rev up for your Caribbean cruise from Miami with the city's nonstop action, from party-ready South Beach and spicy Little Havana to the Mediterranean style of Coral Gables. Once you've experienced all the architectural beauty, energetic street life, and sun-kissed beaches, you may want to extend your stay in town after your Miami cruise returns.

- Drink up the sizzling nightlife on boisterous Ocean Drive
- See the classic architecture in the South Beach Art Deco historic district
- Grab a *cafecito* and a *Cubano* sandwich on Calle Ocho in Little Havana
- Dive into the coral Venetian Pool before your cruise from Miami
- Glide past gators on an airboat ride in the Everglades
- Smell the fragrances of rare blooming flowers at the Fairchild Tropical Botanic Garden
- Start a late night out and end it at dawn in a South Beach club
- Wander into cigar factories and Cuban memorials on a tour of Little Havana
- Choose your favorite beach on the city's many sandy islands
- Make friends with the dolphins at the Miami Seaquarium

Grand Turk Island, Turks & Caicos



Grand Turk, Turks & Caicos, may be small, but it's packed with scenic punch and historic charm. Cruises to Grand Turk deliver you to an enchanted island outpost dotted with old windmills, grassy trails, and picture-perfect beaches. Discover an oasis of green set in aquamarine seas ringed by a pristine coral reef and the steep wall of the continental shelf with cruises to Grand Turk.

- Swim in the sparkling turquoise seas and soaking up the sun on Grand Turk's white-sand beaches
- Tour historic Cockburn Town and the old salinas (salt pans)
- Feel the velvety touch of a stingray's wings in Gibbs Cay
- Shop for duty-free jewelry and local crafts in the colorful Grand Turk Cruise Center
- Sip a frosty Turks Head Lager at a beachside bar
- Sample fresh conch, a Caribbean mollusk, after an educational tour of Conch World
- See historic landmarks, from an 1853 lighthouse to sturdy Bermudan bungalows
- Snorkel the fringing coral reef or dive the 7,000-ft. vertical wall just minutes offshore

Half Moon Cay, Bahamas



Fulfill your tropical island fantasy on cruises to Half Moon Cay, the Bahamas. Sway in the sweet Bahamian breezes to the rhythms of calypso and find romance on this private island paradise. Cruises to Half Moon Cay deliver you to an idyllic sun-drenched island hideaway where you can play in the turquoise seas, ride horseback on powdery white sand, and encounter silky stingrays.

- Sail, swim or snorkel the shallow blue-green Atlantic
- Ride horseback along the sea's edge on Half Moon Cay cruises
- Snorkel, kayak or take a glass-bottom-boat ride at Stingray Cove
- Sip a fruity rum punch in a Bahamian open-air bar
- Let the kids loose in the pirate ship at the Water Park
- Take a beach horseback ride and enjoy views from the island's highest point
- Spend the day swimming and soaking up the sun on Half Moon Cay Beach
- Sip flavorful umbrella drinks at Rumrunner's beach bar

Nassau, Bahamas



Blessed by balmy breezes and jumping to a bouncy calypso beat, cruises to Nassau, Bahamas promise sizzling fun in the sun. The historic and cultural heart of The Bahamas is one of the world's most popular Carnival Victory ports—one million travelers board cruises to Nassau annually. Carnival cruisers come for fine beaches, shopping, water sports, and the fun-filled attractions at the Atlantis Resort, connected to Nassau by a bridge to Paradise Island.

- Double down at the casino at the Atlantis resort during your Nassau cruise
- Shop for straw baskets and Junkanoo crafts in outdoor marketplaces
- Kiss a dolphin at the Dolphin Swim at Blue Lagoon
- Stroll 18th-century colonial streets and climb the sandstone Queen's Staircase
- Shop at the lively markets in Nassau's town center
- Celebrate the colorful festival known as Junkanoo on Nassau streets
- Immerse yourself in colonial Nassau on a walking tour of the colorful 18th-century downtown
- Thrill to the undersea "ruins" of Atlantis on a tour of Atlantis Resort
- Spend an afternoon swimming and soak up the sun on the pink sands at Cable Beach



Atlantis Aquaventure, Paradise Island, Bahamas



Excursion Overview

Grab an inner tube and join the fun! Spend the afternoon relaxing in the warm tropical sun or plunging into the refreshing waters of a swimming pool or beach.

You've seen the TV commercials for the Atlantis Resort. Now's your chance to discover all the fun and excitement the Atlantis Aquaventure Water Park has to offer when your Carnival cruise calls on Nassau in the Bahamas.

Your tour begins when you board an air-conditioned motor coach for a 20-minute ride to the famed Atlantis Resort. Upon your arrival, you'll be escorted on a tour of the grounds. Discover the resort's 141-acre waterscape of pools, water coasters, body slides and rivers, making it the largest water-themed attraction in the Caribbean. The spectacular park features over 20 million gallons of fresh and seawater with more than 50,000 sea creatures. Be sure to view the marine exhibit called The Dig where you can embark on a journey through the tunnels and streets of the famous lost city of Atlantis and see spectacular marine life. Your tour will end at the Day Visitor Center, just beyond the Royal Towers.



Now you're free to enjoy all the fun this world of water has to offer. For real exhilaration, ride the adrenalin-inducing water slides, including the pulse-pounding seven-story Power Tower. Go grab an inner tube and enjoy The Current & Rapids, a one-mile journey that serves up waves, rapids, tunnels, mysterious caves and other surprises. When you've had enough thrills for the moment, relax under the warm Bahamas sun and cool off in the refreshing water of a swimming pool. There are 11 to choose from such as the formal splendor of The Baths or the relaxed atmosphere of the River Pool that is connected to the Lazy River Ride.

Perhaps you'd like to visit the seven-acre Paradise Lagoon and rent paddleboats, snorkeling and other water sports in a protected environment. The powder-soft sand beach will invite you to linger and gaze over the azure water of the Bahamas.

While you're at the Atlantis Resort, try your luck at the Caribbean's largest casino or stroll through the more than 20 duty-free shops at the Marina Village. You'll find everything from beach attire to unique crystal and watches from a variety of luxury boutiques.

When you're ready for lunch, use the coupon provided at one of several outdoor eateries that offer wonderful views of the waterscape, lagoon, pools and the sea. It's a premier way to add fun ashore to your fun afloat.



WATERSLIDES

From the iconic Mayan Temple to the pulse-pounding Power Tower, Aquaventure boasts the best slides in the Caribbean.



POOLS

The Atlantis waterscape consists of 11 pools spread out across its lush property, each offering unique and refreshing experiences.



RIVER RIDES

The Current & Rapids offer tubers a mile-long river journey through waves, tunnels, rapids and other surprises.



ROCK CLIMBING

Climber's Rush is a state of the art climbing facility with 12 climbing surfaces that offer a variety of options and difficulties to choose from.

Please Note: Atlantis Aquaventure Shore Excursion is NOT included with standard Carnival Caribbean Cruise Package and is an optional Shore Excursion at additional cost to attendees.

CONFERENCE PASSES *

DIGIMARCON 2014 has four conference passes:

All Access Pass

All Access Pass holders receive a conference bag and get access to; All Conference Sessions, Opening Reception, Refreshment Breaks, and Farewell Cocktail Party. All Access Pass holders can download all keynote presentation videos, audio and slide capture for the sessions after the Conference.

Full Conference Pass

Full Conference Pass holders receive a conference bag and get access to; All Conference Sessions, Opening Reception, Refreshment Breaks, and Farewell Cocktail Party.

Virtual Pass

Virtual Pass holders can download all keynote presentation videos, audio and slide capture for the sessions after the Conference.

Guest Pass

Guest Pass holders get access to; Opening Reception, and Farewell Cocktail Party (ideal for spouse, children).

The **All Access Pass** by far is the best value because it allows you to enjoy everything listed at a discounted package price.

DATES OF PURCHASE:	ALL ACCESS PASS	FULL CONFERENCE	VIRTUAL PASS	GUEST PASS
March 1 st , 2014 - April 30 th , 2014	\$695	\$495	\$295	\$195
May 1 st , 2014 - June 30 th , 2014	\$795	\$595	\$295	\$195
July 1 st , 2014 - July 31 st , 2014	\$895	\$695	\$295	\$195
August 1 st , 2014 - August 31 st , 2014	\$995	\$795	\$295	\$195

[REGISTER](#)
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ACCESS TO:	ALL ACCESS PASS	FULL CONFERENCE	VIRTUAL PASS	GUEST PASS
Conference Sessions	YES	YES		
Opening Reception and Farewell Cocktail Party	YES	YES		YES
Video On Demand	YES		YES	

* Please Note





- Prices listed in U.S. Dollars.
- Attendees must purchase separately a Carnival all-inclusive 5 Night Caribbean Cruise package to attend DIGIMARCON 2014 (details on next page).
- Virtual Pass is NOT live streaming. The video presentations will be available approximately two weeks following the event.

CARNIVAL CARIBBEAN CRUISE PACKAGE

All attendees must purchase separately in advance a Carnival all-inclusive 5 Night Caribbean Cruise package to attend DIGIMARCON 2014 (October 18th to 23rd, 2014).



There are different all-inclusive cruise packages available to suit any budget. From affordable Interior cabins from as little as \$59 per person per day (excluding taxes, fees & port expenses) to luxurious Ocean Suite cabins. Cruise package types, rates and availability are subject to change so book early to secure your preferred package.

INTERIOR	OCEAN VIEW	BALCONY	OCEAN SUITE STATEROOM
			

Attendees can book the cruise package directly with Carnival Cruise Lines at the following link: [Click Here](#).

WHAT'S INCLUDED

You get awesome onboard activities, delicious dining choices, nightlife, comedy and plenty of places to just kick back – all as you go from one fun destination to another. To learn more details about what's included [Click Here](#).

SHORE EXCURSIONS

At each of the ports we visit during DIGIMARCON 2014, Carnival offers optional Shore Excursions. To learn about optional Shore Excursions at each of our visiting ports, including; Miami, Grand Turk, Half Moon Cay and Nassau [Click Here](#).

TOTALLY AWESOME. SURPRISINGLY AFFORDABLE.

UNFORGETTABLE SAILINGS. UNBEATABLE SAVINGS.



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DIGITAL MARKETING CONFERENCE

GET INSPIRED



Keynotes

Get inspired by the headlining speakers of DIGIMARCON 2014. These remarkable individuals will motivate, enlighten, and move you.



Bold Talks

Discover bold and powerful talks from a diverse group of exciting and influential people. These riveting presentations will educate, challenge, and impress you in less than 20 minutes.



Big Ideas

Explore big ideas presented directly from the innovators and thought leaders of the changing business world. These thought-provoking presentations are designed to help you transform your organization, your business, and yourself.

LEARN FROM THE EXPERTS



Digital Marketing Experts

Led by digital marketing and sales professionals, these sessions will teach you the principles and skills of digital marketing - from basic to advanced - to improve and transform your business utilizing the latest digital marketing techniques.



Digital Marketing Stories

Hear success stories from businesses who have successfully implemented digital marketing techniques and solutions. These case studies will profile a number of companies and industries who've leveraged digital marketing to drive remarkable success.

