



# CRAFT CONTENT NASHVILLE



## 2017 Schedule Book

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**9:00 AM**

### Keynote Presentation

#### GALLERY

**Get It Written, Then Make It Right: Unleash Your Best Content Now**

Angus Nelson

#CCN17Unleash

Description to come.



**10:00 AM**

#### DESIGN ROOM 1

**Using Data Analytics To Drive Your Design Decisions**

Matthias Mueller

#CCN17DataDesign

In a world where seemingly everyone is a design expert, how can we really measure whether a design is good or bad? With a myriad of fast and cheap analytics tools available to measure almost anything, we are now able to design and develop based on empirical data-driven decision making. In this talk, we'll chat about different ways to use data as a guide in order to fulfill our client's and user's goals.

#### DESIGN ROOM 2

**Making Video Work for Marketers**

Liz Denning

#CCN17VideoStrategy

Everyone is doing it. Yes, video is everywhere, but how do you use it to effectively connect people to your brand? This how-to session explores the strategy, storytelling techniques, production tips and promotion plans to help you reach your marketing goals. Led by Liz Denning, Owner of Gamma Blast Studios, you'll leave with actionable tips and strategies to inform your video strategy.

#### DRAWING ROOM 1

**The Top 10 Mistakes in Facebook Ads**

Sally Hendrick

#CCN17Facebook

Facebook advertising is really simple to get started. Facebook puts this cute little blue BOOST button on every post for you, enticing you to try. How tempted have you been to click it and drop a few bucks?

It doesn't take much to realize that your money literally went right into the toilet when you got zero leads from a \$100 ad that you thought was fabulous.

Most likely you have made the same mistakes that every other business makes (but doesn't admit to) when they try out Facebook ads. You know who they are when they say, "Facebook ads don't work!"

Brush off the dirt and get spruced up with a little knowledge about how to make Facebook ads work for you. For those who know what they are doing and allow the system to work properly, they bring home \$10 for every \$1 invested.

Find out which of the 10 common mistakes in Facebook ads that you are making.

#### STUDIO B

**Networking for Nice People**

Dave Delaney

#CCN17Networking

Networking For Nice People - How to get the most return from attending Craft Content.

## 10:00 AM (continued)

### STUDIO D

#### Develop Your Vision with Creative Practices

Beth English  
#CCN17Vision

Do you want to create momentum in the direction of your dreams? Through visualization and creative practices connect your vision to develop a new language that will speak life into your world and create new opportunities.



## 10:45 AM

### DESIGN ROOM 1

#### Holding Up Half the Virtual Sky

Stephanie Dean & Anna Foka  
#CCN17VirtualSky

Representation matters; IRL, AR and VR. This talk will present popular tropes and representations of women in Virtual and Augmented spaces, what this suggests about the current state of the industry, and projections for the development of representation in virtual and augmented realities.

This talk will be a joint panel between Dr. Stephanie Dean from MTSU and Dr. Anna Foka from Umea University, Sweden.

### DESIGN ROOM 2

#### Editing Your Podcast With Adobe Audition

Aaron Lindsey  
#CCN17Editing

Adobe Audition is the perfect platform for editing podcasts. We'll cover everything you need to know to make your podcast sound professional and clean. Removing unwanted sounds, leveling your audio, and setting up a template to make your editing process as easy as possible. We'll also explore some of Audition's fun effects to add comedy or dramatic pops to your show.

### DRAWING ROOM 1

#### 3 Phases All Successful Creatives Go Through

Todd Brison  
#CCN17CreativePhases

Finding order in chaos is easier than you think. We artists like to think we are wild stallions, free to romp through the world and make our own way.

It's a nice sentiment, but it turns out there's a structure in every creative career, a path everyone follows. Each step in the journey is a right of passage.

First, there's Discovery - the ability to accept who you are as a creative person and why it's critical to fulfill your creative destiny.

Next, there's Discipline - where the metal of a true creative is forged. A lot of good artists get a "big break," but this break is almost always found under a mountain of hard work. Discipline is where you learn to be a professional, even if you aren't getting paid yet.

Finally, there's Destiny - when you realize your art can't possibly be about you and you alone. During the Destiny phase, you don't ask "how can my art change my life?" You ask "how can my art change the world?"

There is no question of "if" you will go through these phases, but "when" and "how." That is, if you're willing to take the challenge.

### STUDIO B

#### Hero or Zero: Does Your Home Page Have the Right Stuff?

Pamela Coyle  
#CCN17Hero

We'll evaluate several home pages that have won design awards (for which content is considered) to see if they "do" what they should - send a clear message, direct users to take action, speak to a target audience - and, basically, make sense.

We'll cover the key elements that make a solid home page. And yes, they still matter.

If you'd like to submit your site for public discussion, send me a note @ContentRocks on Twitter. I may rip apart my own home page because it is dreadful and needs a complete overhaul, which is in the works.

Opinions offered will be mine alone.

### STUDIO D

#### Experience Economy

Trevor Gormley & Michael Levashov  
#CCN17Millennials

Consumer experience is changing the way people do business. Look at Amazon, Tesla, Apple, they all are creating an experience. They create content that relates to their customer on an emotional level. We will walk through some of the most successful brands, how they market to millennial consumers and what many businesses continue to miss when creating content.



11:30 AM

## DESIGN ROOM 1

### Brainstorming the Brainstorm

David Fox  
#CCN17Brain

Brainstorm sessions energize creative people and often help us start to put ideas on the page. All that creativity without boundaries can become disorganized, unproductive or irrelevant to the project at hand. I'll break down some tried and true strategies that will keep your brainstorming sessions creative and productive.

## DESIGN ROOM 2

### Video as Compound Content

Steve Lewis  
#CCN17Video

Stories today are best told through video, and the same content can tell many stories at once. Branding, marketing, social initiatives, and the direct subject of a video are just some of the many payloads of video content in today's ever-expanding media climate.

In this session we will see the pros and cons among many of the top video platforms including YouTube, Facebook Video, Instagram, Snapchat, Vimeo, and VHX, and address the difficulties encountered in getting colleagues and clients alike to understand the power and utility of video.

## DRAWING ROOM 1

### Direct Response Marketing: Why It Still Works

David Rumsey & Mike Hoffman  
#CCN17Marketing

The digital age has enhanced how businesses relate to consumers. But it hasn't changed what motivates an audience to take action. The core tenets of direct response (DR) marketing are as powerful as ever—if you know how and when to use them. In this session, two direct response experts will break down the broadcast and digital platforms to help you “get back to the basics.” Topics will include the classic DR road map, the psychology of selling, and copy and messaging tips that can boost sales, leads, and conversions.

## STUDIO B

### Leveraging Social Media to Enhance Diversity

Kia Jarmon  
#CCN17Social

Diversity is more than a buzzword. Instead, incorporating a diversity plan as a part of a company's overall strategic vision can be great not just for the bottom line, but also the organizational culture. Social media is a great tool for understanding, listening, curating and sharing with communities that strengthen our work. In this session, we will discuss connecting goals with diverse initiatives, ways to identify diverse

communities, analyze online behavior, and develop content that captures various populations.

## STUDIO D

### Two Can Play That Game: Creating & Protecting Your Brand

Maria Spear Ollis & Kristin Brogaard  
#CCN17Protect

Two local entrepreneurs, an IP attorney and a creative director, play the branding game in this co-presentation. First, learn the difference between a brand and a visual brand. Aren't they the same thing after all? Second, focus on defining and protecting your intellectual property. Who doesn't want to protect all their hard work once they've had the guts to start their own business? These ladies will play with words and educate their audience in a fun and energetic way, while teaching a thing or two about branding and proactive intellectual property protection.



12:15 PM

## Special Lunch Presentations

## STUDIO A

### Life After Craft Content: LIVE Podcast

Clark Buckner with Carla Swank Fox, Ashley Lawal, Tomiko Peirano  
#CCN17After

Grab your lunch and meet us in Studio A for a LIVE recorded podcast!

So you've had a great day at Craft Content Nashville, now what? Where else (and how else) can you get involved in the local creative marketing community? Although there are several paths to navigate, the long list of events, organizations and opportunities often feels overwhelming. Not to worry, though! Join us and gain clarity on several of these options. After the session you will know your next steps to further a rewarding engagement in the community by discovering ways to share your skills and talents.

Additionally, you will be among the first to hear new announcements about Craft Content and how, with your involvement, we will impact the future of our local creative marketing community. You will learn about some of Nashville's Meetups including the UX & Product Meetup (including this fall's ProductCamp), Urbaanite's boutique annual event called Urban Digital, the thriving community powered by the Nashville American Marketing Association, TechFed Nashville and much more!

## STUDIO D

### Design-a-thon Nashville Presentation

Ian Rhett and the DATN crew  
#CCN17DATN

Hear from Ian Rhett and the team that worked for 24 hours last weekend to create new marketing materials for Operation Stand Down Tennessee.



1:00 PM

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## DESIGN ROOM 1

### VR For You

Kei Gowda  
#CCN17VR4U

Virtual reality for the masses is here. Silicon Valley, agencies and brands are convinced it's the future of all content. But what's VR good for right now? And where is it going next? Kei will talk about what's real right now, what will be possible soon and how to get started creating content and stories in VR.

## DESIGN ROOM 2

### Using Convincing Copy & Simple Automation to Create Freedom in Business and Life

Neal Samudre  
#CCN17Funnels

Imagine having your words sell for you on autopilot. This is exactly what marketing funnels can do for you, if executed correctly ...

Neal Samudre is a copywriter and marketing consultant who has written and built 6-figure marketing funnels for the biggest online entrepreneurs. In this session, he wants to teach you the 3 most basic funnels you need to increase your authority, sell your offer on autopilot, and live with greater freedom. And yes, this is possible even if you're starting from nothing.

## DRAWING ROOM 1

### Put Some Muscle Behind Your Hustle

Vannesia Darby  
#CCN17Hustle

This is not a step-by-step guide to starting a business – those are available everywhere. Put Some Muscle Behind Your Hustle presents an in-depth look into the resources needed to sustain the mental and spiritual capacity of elevating oneself to the next level of their entrepreneurial career. The presentation is geared toward persons who are considering making the shift from employee to employer. Using experiential examples of the peaks and pits learned along her own journey, millennial blogger and marketer Vannesia Darby shares how she parlayed a 140-character tweet into a full-time job at one of the nation's top Gospel record labels; and walked away from it all to start her own company. The premise of the presentation is that with perseverance, preparation and a little moxie - anyone can change the trajectory of their career from subordinate to superior.

## STUDIO B

### Next Level Podcasting: 5 Unique Strategies to Improve Your Skills and Captivate Your Audience

Jeff Sanders  
#CCN17Podcasting

Learn how to WOW your podcasting audience with simple strategies that can boost your confidence, improve your content, and keep your audience listening for hours.

## STUDIO D

### Create\_Here: Tennessee's Creative Tech Industry Initiative

Corey Johns  
#CCN17TNCreat

Ever learn about that perfect project for a local client only after they've awarded it to an out-of-state firm? Ever hear about that amazing digital media event the next day or week? Ever wonder why the State offers resources to companies like Volkswagen & LG or film projects like Nashville but not digital media? Well, move over, Hayden Panettiere! Join this exclusive Craft Content sneak-peek of the Tennessee Entertainment Commission's new initiative to connect and promote creative technology talent in the state and to accelerate growth in the Interactive Digital Media industry. Be among the very first to glimpse a preview of our new campaign and learn about resources designed to help you!"



1:45 PM

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## DESIGN ROOM 1

### Panel: Budget Virtual Reality Production

Chandler Warrick, Matthew Wells, A.J. Grande  
#CCN17BudgetVR

Augmented and virtual reality applications are on the rise, and being able to produce content in this field gives any media producer an edge in the job market. Plus, let's face it, AR/VR is just plain awesome. However, producing a quality piece of AR/VR content can be expensive - that is, unless you're a group of college students on a budget. Recently, myself and two of my closest friends sought to produce a Virtual Tour of our campus recreation center. Being college students, however, we wanted to keep the price point on production low. Through savvy production methods and plenty of research, we were able to create a high-quality piece of VR content for the price of a week's worth of Ramen. Now, we want to share our experience and know-how with other media producers or AR/VR enthusiasts. Join us as we explore AR/VR production on a budget.

1:45 PM (continued)

## DESIGN ROOM 2

### Interviewing on the Fly

John MaGuirk

#CCN17Interviewing

Let me show you how to make your guest the star of your podcast. Yes, you can create a family history or archive and capture content from interesting people you meet on your iPhone or tablet. Interview podcasts attract listeners but, even a good thing can be overdone.

## DRAWING ROOM 1

### Walking the Tightrope of Creativity & Business

Christian Williams

#CCN17Tightrope

Do you struggle with balancing time to create and time to handle the business side of what you do? If you are a creative who doesn't have the luxury of having someone else handle managing projects and over seeing budgets then you must learn to do both.

So what's more important - creating your art or managing your business?

This session is about finding the balance of being a creative entrepreneur who must create while also being forced manage all the details. Both are required for successfully making it to the other side. How well are you balancing?

## STUDIO B

### The State of Search: What You Need to Know Today

John Ellis

#CCN17Search

In this session, John Ellis will preview the latest advancements in search engine marketing. From SEO (search engine optimization) to PPC (pay-per-click) marketing. We will discuss the latest news and tactics needed to be found in Google. There are hundreds of different factors used to improve the listings in search engine results, but what matters now? These high-priority search items are must-haves. Small businesses especially have limited time and money. Deciding where those resources should go is essential. We will look in to paid search, banners, local optimization. Attendees will leave with practical action-items for their website.

## STUDIO D

### The Art of YouTube

Hannah Hoffman with Nancy VanReese

#CCN17YouTube

In this oversaturated world, it's harder than ever to stand out and make your mark. YouTube offers a unique opportunity for both creators and brands to carve out their spot on the internet. Hannah Hoffman is a 200,000 subscriber veteran ready to discuss building community, getting sponsors, deciphering analytics, and more.



2:30 PM

## DESIGN ROOM 1

### The Virtual Metaverse for Content Makers

William Smith Jr.

#CCN17Metaverse

Most of us have heard about the virtual reality technology boom, but as a content maker how does VR help you get your message across to your market? What are the most effective tools that you need know and learn to develop content in new ways to take advantage of VR? Join William Smith Jr. of Incus Interactive Productions, development partner of SteamVR to help you gain an understanding of ways to take advantage of this hot new computer technology field.

## DESIGN ROOM 2

### The World of Casino Game Data Science

Peter Mancini

#CCN17Casino

Slot machines – the one armed bandit! Despite what you have heard, slot machines are still a big business. Take a look at the data science that the company with the most telemetry data from slot machines has discovered. From player behavior, occupancy studies, to debugging massively stochastic systems that can make or break the bank. Learn how regulation can protect and can hurt the customer. Gain new appreciation for this old form of entertainment, and what a trillion data points says about the people who play these games.

## DRAWING ROOM 1

### Find Your Peeps

Kathryn Lang

#CCN17Peeps

Stop playing alone! Find your peeps!

Technology has changed a lot of things over the last couple of decades, but things remain the same. Marketing – building success for your writing, your website, and your business – relies on three steps:

1. Create lasting connections with people
2. Focus on being relentlessly helpful
3. Be consistent in repeating 1 & 2

Invest in foundational relationships and you will have firm ground to build your platform and your success.

## 2:30 PM (continued)

### STUDIO B

#### The Real Secret to Creating Content That Rises Above the Clutter

Kyle Young  
#CCN17Clutter

Have you heard the best days of content are behind us? That too many blogs and podcasts have made it impossible for a newcomer to get any traction?

It's true, the space is crowded, brimming with copycats looking for an easy buck. But the opportunity to stand apart and make a difference is still within your reach — IF you understand this game-changing truth: Your tribe doesn't want to be educated. They want to be changed.

People who read blogs, take courses, attend conferences, and listen to podcasts aren't looking for fun facts to drop at parties. They're looking for an outcome.

99.9% of content tries to deliver outcomes by changing what the audience knows. But when it comes to achieving big, gutsy goals, knowing what to do is not enough. Your outcomes depend on your choices. Your choices are born from your thoughts. And your thoughts are triggered by what you believe.

### STUDIO D

#### The Process of Becoming

Chris Burkmenn  
#CCN17Becoming

“The death of a dream is the day you stop believing in the work that it takes to get there.”

Everyone has a story of where they want to go, but the most important thing is the journey in getting there. I will share what I've learned about starting my brand and what I have gone through, and ultimately where I want to go.



## 3:15 PM

### DESIGN ROOM 1

#### Digital Touchpoints Let You Browse the Real World

Edwin Acevedo  
#CCN17Touchpoints

Learn how touchpoint browsing bridges the physical and digital for brick-and-mortar locations like retail stores, museums, sports arenas, events and more. Touchpoint browsing combines the physical journey of moving from product to product with the familiar experience of web browsing. It offers a seamless way to browse digital information about nearby things and services by opening convenient gateways to the mobile internet, where shoppers can interact with and share digital content.

### DESIGN ROOM 2

#### Let's Talk Multimedia

Dale Rogers  
#CCN17Multimedia

The session will provide an over-view of what designing for multimedia means and what goes into digital content creation.

### DRAWING ROOM 1

#### Write Like An Astronaut: How To Make Sure Your Content Speaks To Your Target Audience

Mandy King  
#CCN17WriteRight

Many people struggle with writing content for online audiences. It's a fast medium - you have to grab attention quickly and, even then, it's incredibly hard to retain it. The key is to write for your audience, which is easier said than done. In this session, I'll share my tips for how to research your target audience, how to create personas that you can use for content writing, and how to come across as authentic - whether you are writing for healthcare professionals, CEOs ... or astronauts.

### STUDIO B

#### Thought Leader? Me? Seven Reasons You Owe It To Your Brand

Don Roy  
#CCN17ThoughtLeader

Thought leadership is an aspiration touted by many personal branding experts. Sounds good, but what exactly is a thought leader? Once I figure that out, is it something I want to pursue? After all, a thought leader is a famous person, right? I'm not famous, so I guess becoming a thought leader is not for me.

Not so fast! Although you probably will not find listings for a Thought Leader on an internet job board, opportunities abound for you to assert thought leadership. Becoming a thought leader might be the best professional development pursuit in which you can engage. While you may view thought leadership in terms of your influence on other people, the person in the mirror could be the one with the most to gain.

### STUDIO D

#### Panel: Intern By Intern Directions

Todd O'Neill, Tina Becerra, Deonta Ridley  
#CCN17Intern

Internships are arguably the least understood component of the professional landscape. Valuable? Check. Challenging? Yes! Easy peasey? Not so much. Everyone has a different take. And so in this session we'll offer each of those takes. Todd O'Neill is the former coordinator of the New Media Communication degree at MTSU (which requires an internship of all graduates) and works with students to line up great experiences. Tina Becerra oversees the intern recruitment efforts at Titan Web Marketing Solutions. Deonta Ridley is a May 2017 degree candidate working an internship for a local podcasting company. The panel will bring each of their perspectives to bear on the question “What's a good internship?” Short on yakking and long on Q&A.



4:00 PM

## DESIGN ROOM 1

### Presentation Power (That's the Point)

Mike Costa

#CCN17Presentation

"I like nonsense; it wakes up the brain cells." Dr. Suess

It may not make sense but you can have a presentation, even in PowerPoint, which wakes up and connects the brain cells. The focus of this session can adjust and will be left up to the group as we touch on the following areas.

- 3 steps to get out of the starting gate and create
- Activities for the final days and hours before go-time that build success
- How to break the bad business cycle and be the change each audience desires

The ability to address these first two bullets helps prevent the painful presentation we so often endure. We'll look at nerves, hesitation and common worries that distract us from our goal.

What should you do with your final days on earth? O.k., you're not going to die but public speaking is still feared more than death. So let's make sure that's not an issue. We'll play with that time just before you present and set up effective preparation.

Why does presentation improvement seem to be moving at an evolutionary pace? Because the poor presentation is part of our corporate culture. Acknowledging different formats (TED, training, promotional, etc.) allows us to set the example for good content, delivery and retention.

This session is for the novice who wants to get started, the professional who wants to polish the process and the pained presentation recipient who longs to see the cycle change.

## DESIGN ROOM 2

### Launching Your Blog

Karla Burnett

#CCN17Blog

Blogs come in all shapes and styles and have become an established part of the literary, journalistic, professional, and social landscape. They are a great way to establish a platform as a writer or expert, promote a business, or just let the world know what you're up to.

Perhaps you would like to start a blog. Or improve your blog. The beautiful thing about blogs is that you don't have to wait for permission to publish your work.

## DRAWING ROOM 1

### Use Disagreement to Better Your Game

Jon Wolfe

#CCN17Disagree

We live in a polarized and politicized time; instead of attacking or abandoning those we disagree with, we can actually create deeper and more effective products and solutions by embracing views and ideas different than our own.

Embracing disagreement is a valuable way of learning new ideas, tempering your own into workable outcomes, reaching solutions that everyone can benefit from and improving your interactions with others.

## STUDIO B

### Content Design for Shiny Objects

Bayard Saunders

#CCN17NewTech

Let's talk about content design considerations for the latest trends in new consumer technology:

- Amazon Echo, Google Home, Siri: Voice Command Navigation, Audio Content Delivery
- Bluetooth Beacons: Narrowcasting, Mobile App Easter Eggs, AR Augmented Reality
- Chat Bot & SMS Text: AI Algorithms, Message Mapping
- Mobile IP Tracking & Retargeting: Event SEO, Geo-fenced Content
- VR Virtual Reality: 360 degree Photography & Video

Transcribe, transpose, or rethink your content design for the technology innovations now being adopted by more and more audiences near and dear to you!

## STUDIO D

### More Sales Please

Colin Yearwood

#CCN17Selling

As an entrepreneur you understand the importance of selling, but it tends to be one of the things you dread doing. Selling doesn't have to give you that icky feeling. By selling you are able to provide even more value to your audience.

In this session, I will share with you three things you can do this week to overcome the fear of selling. We will talk about confidence, belief and processes and how these three things can help you sell more, serve more people and be happier.