



Laurel Highlands Visitors Bureau®

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INTERACTIVE Marketing Summit 2016

Presented by the Laurel Highlands Visitors Bureau®

November 4, 2016
Fred Rogers Center, Saint Vincent College

Event Program

8:30 - 9:15 am Registration, Vendor Showcase, & Networking Breakfast

9:15 - 9:30 am Welcome & Opening Remarks

9:30 - 10:30 am **"Media Convergence: Making It Work"**
Pete Baird, Media Director, and Jorge Puron, Senior Art Director, Red House Communications

10:30-10:45 am Networking Break & Vendor Showcase

BREAKOUT SESSIONS - PICK ONE

10:45 - 11:45 am **"Inbound Marketing: Ultra-Exclusive LinkedIn Growth Hack Tutorial"**
Main Summit Room Phil Laboon, CEO, Eyeflow Internet Marketing

10:45 - 11:45 am **"The Compelling "WHY" of Web Video"**
Adjacent Room - 2AB Robert Faletti, Partner, Blue Archer

11:45 - 1:00 pm Networking Lunch Buffet & Vendor Showcase

BREAKOUT SESSIONS - PICK ONE

1:00 - 2:00 pm **"Websites: Less is Necessary - The Art of Saying More with Less"**
Main Summit Room Nicholas Comanici, Marketing Strategist, Carney+Co.

1:00 - 2:00 pm **"Essential Analytics Tips & Tricks"**
Adjacent Room - 2AB Chris Herring, Director of Digital Marketing, & Sarah Peduzzi, Digital Marketing Strategist, BarkleyREI

2:00 - 2:15 pm Networking Break & Vendor Showcase

2:15 - 3:15 pm **Social Media Panel**

3:15 - 3:30 pm Prize Giveaways & Closing

#LHsummit

Tweet us your thoughts and questions during and after the summit using this hashtag: #LHsummit.

Wi-Fi Connection:



Network Name: Events
Security Key: F9md4Dn#97



GUEST SPEAKERS

Media Convergence: Making It Work



Pete Baird [@plbaird](#)
Media Director | Red House Communications

Pete Baird has over 12 years of experience in developing successful media platforms and digital marketing strategies for brands at the international, national, and local levels. Pete has composed integrated interactive and traditional media plans for such prominent brands as Wal-Mart, AT&T, BMW, Cedar Fair Entertainment, Pennsylvania Tourism, the University of Maryland, and the Pittsburgh Symphony Orchestra. After a stint client-side running the digital marketing department at Kenny Ross Automotive, Pete now oversees media strategy, planning, and buying for all Red House clients. Pete graduated from Penn State and received his MBA in marketing strategy from the University of Maryland.



Jorge Puron [@puron](#)
Senior Art Director | Red House Communications

Jorge Puron has 10 plus years of experience in digital strategy and user interface design. After attaining his Bachelors Degree in Graphic Design from The Art Institute of Pittsburgh, he rapidly expanded his portfolio and became proficient in team work and communication. He has worked on a wide range of international, national, and local clients including: Heinz, Coca-Cola, Transitions, Bath and Body Works, American Eagle, Rachael Ray Nutrish, and Carnegie Mellon University.

The Compelling "WHY" of Web Video



Robert Faletti
Partner | Blue Archer

Robert Faletti is co-founder of Blue Archer, Pittsburgh's leading web design, digital marketing, and custom development agency. Blue Archer works with businesses to help leverage the web for growth and productivity. Mr. Faletti's 20 years of entrepreneurial experience includes founding an outdoor recreation catalog business, developing new distribution channels in foreign markets, and enhancing e-commerce strategy.

2017 Save the Date

**Laurel Highlands
Interactive Marketing Summit**

Friday, November 3, 2017

www.laurelhighlands.org/summit



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Inbound Marketing: Ultra-Exclusive LinkedIn Growth Hack Tutorial



Phil Laboon [@PhilLaboon](#)
CEO | Eyeflow Internet Marketing

Phil Laboon is an accomplished internet marketer who has consulted everyone from Fortune 500s to Tech Startups. At just 20 years old, Laboon founded the Pittsburgh-based SEO firm, Eyeflow Internet Marketing. In addition to his work with Eyeflow, Laboon is heavily involved with local charities and his investments in tech startups.

Websites: Less is Necessary - The Art of Saying More with Less



Nicholas Comanici
Marketing Strategist | Carney+Co.

Nick is a mildly obsessive creative with a penchant for building brands and assembling loyal tribes. He co-founded and handled business development for the online apparel print business Senecapress.com. He is also the founder and creative director of the online outdoor journal Senecacreek.us. His most recent move to Marketing Strategist at Carney.co has created a perfect balance between design, strategy, and communication. There are only a few things that turn his brain off and fly fishing is one of them. Nick's specialties include: Brand Development, Marketing Strategy, Copy Writing, Content Curation.

Essential Analytics Tips & Tricks



Chris Herring [@cherring](#)
Director of Digital Marketing | BarkleyREI

A Digital innovation expert, engagement specialist, comfort foodie and digital traveler. Chris helps businesses build digital engagement models that deliver better customer relationships.



Sarah Peduzzi [@sduzy496](#)
Digital Marketing Strategist | BarkleyREI

Analytics junkie, data nerd, comfort cook and part-time genius. Sarah helps businesses understand customer behavior to generate exceptional marketing experiences.

Social Media Panel of Experts



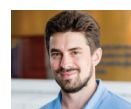
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