



# 2025 **MARKETING** **SUMMIT**



## 2025 Agenda

<https://www.NAED.org/Marketing-Summit>

# MONDAY, AUGUST 4, 2025

(all times listed are for the event location)

**1:00-7:00 pm**

## Registration

**2:00-4:00 pm**

## Mastery Labs

Choose from the following labs (prior registration is required):

### **Mastery Lab 1: Video Content Marketing**, with Glen Gracia

This hands-on workshop is designed specifically for B2B marketers with limited time and resources. You'll learn how to use both digital and physical tools to quickly create effective video content, and get practical guidance on choosing the right format, channel, and tactics for your message and goals. Glen brings deep industry experience, so you'll walk away with strategies that are proven to work in the field—not just theory.

### **Mastery Lab 2: Google Analytics 4 (GA4)**

If you've already dabbled in GA4 but feel like you're only scratching the surface, this workshop is your fast track to advanced understanding. Designed for marketers with foundational GA4 knowledge, this session pulls together everything you need to confidently navigate the platform and make smarter, faster decisions with your data.

**5:00-5:30 pm**

## Attendee Meet-Up Networking Activity

Whether you're attending solo or just looking to meet new people, our Attendee Meet-Up is the perfect place to expand your community. Come make connections that count!

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**5:30-7:30 pm**

## Welcome Reception & Solutions Hub

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**8:00-9:00 pm**

## Riverboat Cruise

*Offsite; prior registration is required.*

The San Antonio River Walk boat tour connects you to the city's culture, history, architecture, and timeless charm.

**8:00-9:00 pm**

## Sunset Yoga

Led by Alicia Waldoch; *prior registration required*

Unwind under the evening sky with an instructor-led yoga session on the hotel's pool deck. Designed to help you stretch, reset, and recharge—no experience necessary. Mats will be provided.

**9:00-10:00 pm**

## Starlight Yoga

Led by Alicia Waldoch; *prior registration required*

Stretch and settle in under the stars with this nighttime yoga session on the hotel's pool deck. No experience necessary. Mats will be provided.

# TUESDAY, AUGUST 5, 2025

7:00-8:00 am

## Networking Breakfast



8:00-9:15 am

## Welcome & Opening Keynote

Speaker: Carla Johnson

### Applied Curiosity

The world around us is moving faster than ever before. While efficiency, productivity, and AI are the de rigueur of the day, teams are struggling to keep pace with change. What if, instead of being a time-consuming distraction, curiosity is the ultimate competitive advantage that's right under our noses?

It's time we understand the true fundamentals of curiosity and how to apply them so that we can not only do more, better, and faster, but also find a way to connect on a deeper human level. All while finding a renewed sense of excitement about the future and our collective contribution to it.

9:15-9:30 am

## Networking Break

9:30-10:30 am

## Breakout Sessions

Choose from the following sessions:

- **Proving Marketing's Value: Metrics that Matter**

Learn how leading organizations measure the impact of their marketing. This session will explore key ROI metrics, performance benchmarks, and practical strategies to connect marketing activity to business outcomes.

- **Driving Sales and Marketing Alignment**, with Deni Miller

Is friction between your marketing and sales teams slowing down your progress? Do you share the same goals but struggle to agree on how to achieve them? In this session, Deni Miller draws on 15 years of sales experience to share real-world tactics for reducing friction and aligning your sales and marketing efforts. Walk away with proven methods to build trust and eliminate the bottlenecks that are holding your team back.

- **Building Future-Ready Teams with AI**, with Matthew Laredo

This interactive session shifts from AI theory to practical, results-driven application for B2B marketers. Supported by research and case studies from the Alexander Group, attendees will learn how to align AI with growth objectives, overcome investment and/or adoption challenges, and streamline marketing operations.

- **Insight to Impact: The Power of Strategic Storytelling**, with Mary Czarnecki

Learn how to unlock audience insights and transform complexity into clarity — and attention into action — with a simple, strategic storytelling framework that inspires emotional connection and elevates every B2B campaign, pitch, or piece of collateral.

10:30-10:45 am

## Refreshment Break

10:45-11:45 am

## General Session Panel

Owning Your Own Marketing Voice

**11:45 am-1:00 pm**

## **Networking Lunch & Solutions Hub**

Get ready for a high-energy experience at the Solutions Hub, where the tools of tomorrow meet the challenges of today. This isn't your typical vendor showcase—it's a vibrant space designed for meaningful conversations and fresh ideas. During dedicated networking times, you'll have ample opportunity to meet our innovative partners, and uncover smart solutions that make your job easier, faster, and more impactful. It's not just a showcase—it's your shortcut to working smarter.

**1:00-2:00 pm**

## **Breakout Sessions**

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**2:00-2:30 pm**

## **Refreshment Break & Solutions Hub**

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**2:30-4:00 pm**

## **Activation Labs**

Step into focused, peer-led discussions designed to address the challenges that matter most to B2B marketers. Each roundtable centers on a specific topic—ABM, channel management, lead management, analytics, or talent—giving you the opportunity to exchange strategies, pressure-test ideas, and learn how others are driving results in similar environments.

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**4:00-4:30 pm**

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**4:30-5:00 pm**

## **tED Magazine's Best of the Best Happy Hour**

**5:00-6:30 pm**

## **tED Magazine's Best of the Best Awards**

For over 50 years, the prestigious Best of the Best Marketing Awards Competition has been the hallmark of excellence, spotlighting outstanding marketing endeavors within the electrical industry. Join us for a special session as we honor and showcase the remarkable achievements of top-performing electrical distributors and product suppliers/manufacturers.

**6:30 pm**

## **Social Networking Event**

This is a free networking experience; attendees are responsible for their own food and beverages.

# **WEDNESDAY, AUGUST 6, 2025**

**7:00-8:00 am**

## **Networking Breakfast**

**8:00-9:00 am**

## **Welcome & Morning Keynote**

**Speaker: Dr. Carmen Simon**

### **The Neuroscience of Memorable Content**

One of the biggest problems with business content is that customers and partners forget 90% of what you share after 2 days. And the typical goal for creating a message and sharing it with a customer is to influence their behavior in some way. But how can they act on your message if they only remember a tenth of it? How do you even know which tenth they'll remember?

Join this session to discover strategies for transforming yourself and your message into something worth noticing and remembering. To help us understand how audiences pay attention, remember content, and ultimately act on it, we look at the field of neuroscience, which reveals insights on how the brain processes information and tends to remember it – or, more often – forget it. Join us to learn how to convert neuroscience insights into practical guidelines you can use to craft content with lasting impact. This is critical because both your internal and external audiences make decisions in your favor based on what they remember, not on what they forget.

**9:00-9:30 pm**

## **Networking Break & Solutions Hub**

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**10:30-10:45 am**

## **Refreshment Break**

**10:45 am-12:15 pm**

## **Activation Labs**

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**12:15-12:30 pm**

## **Closing Remarks**

It is recommended that attendees book flights that depart after 2:00 pm.