

# 2026 Industrial Marketing Summit Session Schedule



**Tuesday, March 3**

**Registration Opens 7:30 a.m.**

	GLASS OAKS BALLROOM	GRAND BALLROOM
7:30 – 8:30 a.m.	<b>Breakfast</b> , All Access passes only	
8:30 – 10:00 a.m.	<b>Workshop – B2B PR: Make a Measurable Shift in Brand Awareness in a Month</b> Morgan Norris, TREW Marketing	
10:30 a.m – 12:00 p.m.	<b>Workshop – Level Up: Building Your Sales Enablement Roadmap</b> Wes Temple and Brendon Forrest, Gorilla 76	
12:00 – 1:15 p.m.	<b>Lunch</b> , All Access passes only	
1:15 – 3:15 p.m.	<b>Workshop – Create Your AI Marketing Assistant In Less Than An Hour</b> Dale Bertrand, Fire&Spark	
4:00 – 4:30 p.m.		<b>Welcome Remarks</b> Joe Sullivan, Gorilla76 Wendy Covey, TREW Marketing
4:30 – 5:45 p.m.		<b>The End of Web Traffic (and What That Means for Industrial Marketers)</b> Rand Fishkin, SparkToro
5:45 p.m. – 7:45 p.m.	<b>Marketing Mingle</b> , sponsored by Navu – La Luna Blanca at the Renaissance Hotel	

# 2026 Industrial Marketing Summit Session Schedule



**Wednesday, March 4**

**Registration Opens 7:00 a.m.**

	<b>GRAND BALLROOM</b>	<b>BLUEBONNET BALLROOM</b>
7:25 – 8:30 a.m.	<b>Breakfast</b> , all attendees	
8:45 – 9:45 a.m.	<b>Culture as a Content Engine: The Internal Foundation</b> Jim Mayer, The Manufacturing Connector	<b>Video Marketing with Impact: Ideas, Tactics and Measurement for the Industrial Marketer</b> Taylor Corrado, Wistia
10:00 – 11:00 a.m.	<b>Full Funnel Paid Social: A Campaign for Every Prospect</b> Allen Fennewald and Kevin McClary, Gorilla 76	<b>How AI Solutions Should Be Changing your Website Content Strategy</b> John Greely, Navu
11:15 a.m. – 12:00 p.m.	<b>The Cartoon That Closed Deals: Making Bold Marketing Work in a Traditional Industry</b> Josh Rozman, Oberlin Filter Company	<b>Unlocking B2B Influence on Reddit: Where Engineers Share, Debate and Decide</b> Mandee Nguyen, SICK Sensor Intelligence
12:00 – 1:00 p.m.	<b>Lunch</b> , all attendees	
1:00 – 2:00 p.m.	<b>How to Be Successful on LinkedIn in 2026</b> Jake Hall, The Manufacturing Millennial	<b>Build. Promote. Grow. A Practical Framework for Industrial Product Launches</b> Katie Parlin, Flow International Corporation
2:15 – 3:00 p.m.	<b>No Attribution, No Problem: Showing Impact in Long Sales Cycles</b> Brittany McCall and Karlaa Gregory, Sumitomo Drive Technologies	<b>From Presentation to Performance: Crafting Binge-Worthy Webinars for Technical Audiences</b> Aya Takase, Rigaku
3:00 – 5:00 p.m.	<b>Expo Happy Hour</b>	
6:00 – 10:30 p.m.	<b>Summit Soirée</b> , sponsored by Wistia – County Line at the Lake	

# 2026 Industrial Marketing Summit Session Schedule



Thursday, March 5

	GRAND BALLROOM	BLUEBONNET BALLROOM
7:30 – 8:30 a.m.	<b>Breakfast</b> , all attendees	
8:30 – 9:15 a.m.	<b>Teaching an Old Dog New Tricks: How AI Changed the Way Sales and Marketing Work Together</b> Luke Wittenbraker, Mactech, Inc.	<b>Panel: Radical Authenticity in Action</b> Paul Van Metre, ProShop ERP Mike Payne, Hill Manufacturing Nick Goellner, Hennig
9:30 – 10:30 a.m.	<b>2026 State of Marketing to Engineers – Exclusive Sneak Peek</b> Wendy Covey, TREW Marketing CJ Haight, GlobalSpec	<b>Steel and Strategy: Using AI to Drive Full-Funnel Growth in Industrial Sales</b> Eric Seiberling, MXD Process
10:45 – 11:30 a.m.	<b>To Gate or Not To Gate: Finding a Balance That Works for You Without Alienating Your Customers</b> Craig Coffey, Eaton	<b>How We Built a Distributor Benefits Program That Excited Everyone Involved</b> Emily Ting, CCS America, Inc.
11:30 a.m.	<b>Lunch Service Begins</b> , all attendees	
11:45 a.m. – 12:45 p.m.	<b>Closing Session – Optimizing Content for AI Search and GEO</b> Dale Bertrand, Fire&Spark	
12:45 – 1:00 p.m.	<b>Farewell Remarks</b> Jon Franko, Gorilla76 Wendy Covey, TREW Marketing	