



# New England Higher Education Marketing Symposium

June 1, 2022

Worcester Polytechnic Institute / Worcester, MA



# Opening and Keynote

Time	Session Title	Organization	Speaker	Building/Room	Focus
9:30a to 10:00a	Check in - Rubin Campus Center, Top Floor				
10a to 10:10a	Welcome and Opening Remarks	WPI and Salesforce	Patty Patria and Nick DiNardo	Rubin Campus Center, Top Floor - Odeum	Main Session
10:10a to 10:40a	Digital Engagement in Higher Education	Salesforce	Rob Zaebst	Rubin Campus Center, Top Floor - Odeum	Main Session



# Breakout #1

Time	Session Title	Organization	Speaker	Building/Room	Focus
10:50a to 11:35a	(WPI) Managing Multiple Enrollment Departments with Marketing Cloud + (Berklee) Emily and Dinah's Infinite Playlist: What We've Learned During Our Marketing Cloud Migration	WPI and Berklee College of Music	Eliza Laurent and Michael Malone (WPI) + Emily McInerney and Dinah Pu (Berklee)	Innovation Studio, Room 105	Enrollment
10:50a to 11:35a	Positioning Pardot for Enterprise Email at Smith College	Smith College	Haley Gould	Innovation Studio, Room 203	Advancement; Pardot
10:50a to 1:35a	Better Together: Maximize your Marketing Campaigns with Marketing Cloud, Mobile and Salesforce CRM	Cloud for Good	Ryan Blake	Innovation Studio, Room 205	Knowledge Session: Marketing Cloud
10:50a to 11:35a	Demo: Marketing Cloud 101	Salesforce	Michelle Roch and Drew Holder	Rubin Campus Center, Top Floor - Haglund Room	Knowledge Session: Marketing Cloud

# Breakout #2

Time	Session Title	Organization	Speaker	Building/Room	Focus
11:40a to 12:25p	How SNHU Leverages MC to Build Prototypes and Drive Desired User Outcomes	SNHU	Tim Cerato, Kelly Toomey, Kelley Maddison, John Wright, Scott Cloutier, and Meagan Karr	Innovation Studio, Room 203	Enrollment; Non-traditional; Central MarCom
11:40a to 12:25p	Streamlining Communication and Data Collection: A Journey Through Salesforce and Marketing Cloud	WPI	Anna Dealy, Lindsey Underhill, and Bethany McNulty	Innovation Studio, Room 105	Advancement
11:40a to 12:25p	Best-in-Class Customer Journeys: A Fail-Proof Journey Mapping Framework & Case Study	ListEngage	Julie Marques	Innovation Studio, Room 205	Knowledge Session: Marketing Cloud
11:40a to 12:25p	Crawl, Walk, Run with Pardot (Marketing Cloud Account Engagement)	Attain	Matt Roush	Rubin Campus Center, Top Floor - Haglund Room	Knowledge Session: Pardot

# Lunch and Art of the Possible Presentation

Time	Session Title	Organization	Speaker	Building/Room	Focus
12:30p to 1:45p	Lunch - Rubin Campus Center, Top Floor - Odeum				
12:40p to 12:45p	Opening Remarks - Cheryl Cerny, WPI - Rubin Campus Center, Top Floor - Odeum				
12:45p to 1:15p	Lunch and Art of the Possible Presentation	Salesforce	Michelle Roch and Drew Holder	Rubin Campus Center, Top Floor - Odeum	Main Session

# Breakout #3

Time	Session Title	Organization	Speaker	Building/Room	Focus
1:50p to 2:35p	(UMass) A Centralized Communications Approach on a Decentralized Campus + (Babson) The challenges and preparations for scaling Marketing Cloud from a Business Unit to an Enterprise	UMass Amherst and Babson	Chris Pilsner and Sam Mead (UMass) + James Regal (Babson)	Innovation Studio, Room 105	Central MarCom; Enrollment
1:50p to 2:35p	Boston College and Marketing Cloud, How it Started; How it's Going...	Boston College	Nick Darling and Samantha Wallace	Innovation Studio, Room 203	Advancement
1:50p to 2:35p	Marketing Automation: It's Not All or Nothing	WPI Corporate and Professional Education	Brian Degon	Innovation Studio, Room 205	Non-traditional; executive education; Pardot
1:50p to 2:35p	Demo: Datorama and Advertising Studio	Salesforce	Michelle Roch and Drew Holder	Rubin Campus Center, Top Floor - Haglund Room	Knowledge Session: Marketing Cloud

# Breakout #4

Time	Session Title	Organization	Speaker	Building/Room	Focus
2:40p to 3:25p	(MIT) Exploring the 3 R's of Content Management: Reduce, Reuse, and Recycle and (Harvard) Marketing Cloud and the Move to EDA	MIT Sloan Executive Education + Harvard Medical School Executive Education	Courtney Burt (MIT) + Andrew Marley and Emily Lawson (Harvard)	Innovation Studio, Room 105	Non-traditional; executive education
2:40p to 3:25p	Designing A Student Acquisition Strategy With Pardot & Marketing Cloud	Invado	Carlos Hidalgo	Innovation Studio, 203	Knowledge Session: Pardot and Marketing Cloud
2:40p to 3:25p	Demo: Interaction Studio and CDP	Salesforce	Michelle Roch and Drew Holder	Rubin Campus Center, Top Floor - Haglund Room	Knowledge Session: Marketing Cloud

# Closing Reception

Time	Session Title	Organization	Speaker	Building/Room	Focus
3:30p to 5:00p	Reception - Innovation Studio, 2nd Floor				

