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Sample Schedule

Marketing

Day One • December 11

- 9:00-10:00am Session • [Reaching New Customers Using Android Apps on Amazon Fire](#)
- 10:00-11:30am Session • [Translation: Money](#)
- 11:00-11:30am Session • [Preparing for the Push Notification and Messaging Future](#)
- 11:30a-12:30pm Session • [App Discovery Best Practices -OR-](#)
- 11:30a-12:30pm Session • [Storytelling is the Key to Tech Branding Success](#)
- 1:30-2:00pm Session • [Taking Interactive Notifications to the Next level](#)
- 2:00-3:00pm Session • [Pushing the Lifetime Value Button](#)
- 3:30-4:00pm Session • [A Journalist's Mind: Launching Apps with a Bang, Not a Whimper](#)
- 4:00-4:30pm Session • [Messaging Unlimited](#)
- 4:00-4:30pm Session • [In-App Purchase Secrets](#)

Day Two • December 12

- 9:00a-12:15pm Morning Keynotes and Talks
- 1:15-4:00pm Special • [Startup Alley / Marketing Roundtable Discussions](#)
- 4:00-4:30pm Session • [#Searchfail: Why Good Mobile Search is Essential](#)
- 4:30-5:00pm Keynote • [Why Velocity is the Killer App at Netflix - Andy Glover](#)