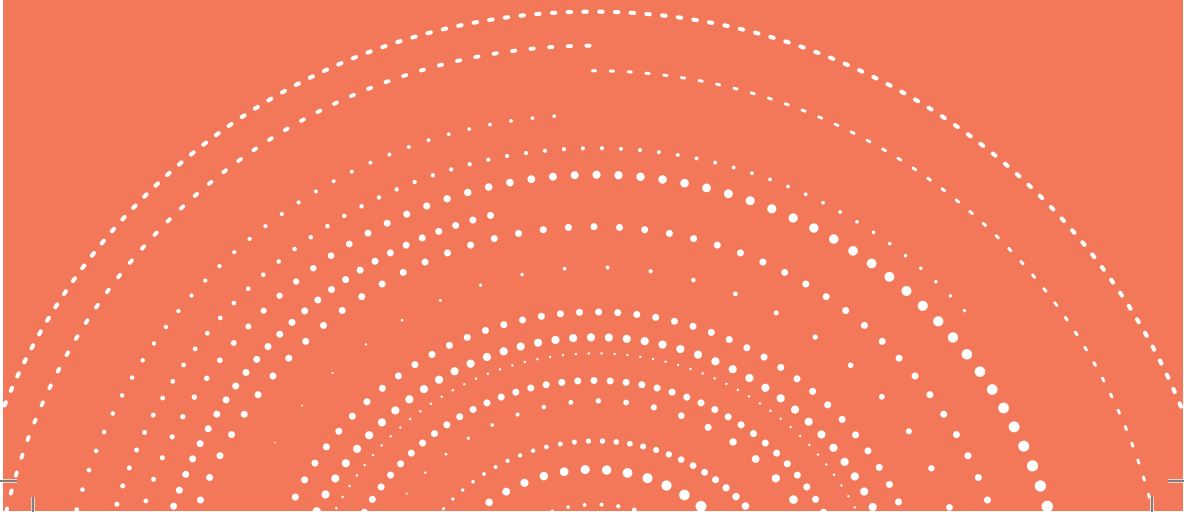**2018 HUBSPOT PARTNER DAY**

May 10th - 11th 2018

HubSpot

Welcome to Partner Day 2018. We're thrilled to welcome our top partners to HubSpot's headquarters to spend two days with you to explore ways we can grow better together.

When we started, growing better was all about marketing -- how to improve your brand through education, how to draw leads to your website through content, and how to qualify and close business through automation. Now, growing better together, is much more than that. We're excited to bring you under the tent over the next two days and share major product announce-ments that will change the way we think about the roles of marketing, sales and customer service to deliver an updated go-to-market strategy. Thanks for continuing to partner with us on this journey!

- David McNeil, VP Global Agency Partner Program

Agenda

TIME	TALK	ROOM
8:00 AM	**Registration and Breakfast**	**2 Canal**
9:00 AM	**The Future of HubSpot** Brian Halligan, HubSpot	**Malala & Turing**
9:30 AM	**HubSpot Product Keynote** Christopher O'Donnell, HubSpot	**Malala & Turing**
10:15 AM	**HubSpot as a Platform: 3 Big Opportunities for Agencies** Scott Brinker, HubSpot	**Malala & Turing**
10:45 AM	**Helping You And Your Clients Grow Better** David McNeil, HubSpot	**Malala & Turing**
11:00 AM	**Break**	
11:15 AM	**Service Hub: A Look Inside HubSpot's Next Great Product** Mike Redbord, HubSpot Susan LaPlante-Dube, Precision Marketing Group	**Malala**
11:15 AM	**Agency Unfiltered: Partner Day Edition** Kevin Dunn, HubSpot Eric Baum, Bluleadz Krista Ankenman, TANK New Media, LLC Greg Linnemanstons, Weidert Group, Inc.	**Turing**
11:15 AM	**A Conversational Approach to Inbound: An Introduction to Conversations and Conversations Strategy** Brian Bagdasarian, HubSpot	**Aristotle & Socrates**

TIME	TALK	ROOM
11:15 AM	**3 Signs Your Agency is about to Get Fired and How to Avoid Them** Evan Dean, HubSpot John Aiken, Web Canopy Studio	**Angelou**
12:15 PM	**Lunch**	**2 Canal & Davenport Atrium**
1:15 PM	**Service Hub: A Look Inside Hubspot's Next Great Product** Mike Redbord, HubSpot Susan LaPlante-Dube, Precision Marketing Group	**Malala**
1:15 PM	**Marketing Hub 2.0: Refined, Modernized, and Set to Supercharge Your Growth** Nicholas Holland, HubSpot	**Turing**
1:15 PM	**A Conversational Approach to Inbound: An Introduction to Conversations and Conversations Strategy** Brian Bagdasarian, HubSpot	**Aristotle & Socrates**
1:15 PM	**Processes for Agency Profitability** Eric Pratt, Revenue River	**Angelou**
2:15 PM	**Break**	
2:30 PM	**Turning the Growth Stack into Green Stacks: How to Land Larger Retainers by Offering Sales Services** Matt Schnitt, HubSpot Jeff Bell, Mindscape	**Malala**

WI-FI NETWORK: **HS-Event** | **PASSWORD:** **hubpartner**

Agenda

TIME	TALK	ROOM
2:30 PM	**Marketing Hub 2.0: Refined, Modernized, and Set to Supercharge Your Growth** Nicholas Holland, HubSpot	**Turing**
2:30 PM	**Service Hub Office Hours**	**Fishbowl**
2:30 PM	**Introducing HubSpot for Shopify: How You Can Help Ecomm SMBs Beat Amazon** Marcus Andrews, HubSpot John Turner, digitalJ2	**Aristotle & Socrates**
2:30 PM	**Video First: How Video Transformed Our Customer Experience** Remington Begg, Impulse Creative	**Angelou**
3:30 PM	**Break**	
3:45 PM	**Vidyard Office Hours**	**Walske**
3:45 PM	**Service Hub Office Hours**	**Fishbowl**
3:45 PM	**From Good to Great: How HubSpot's Social and Content Tools Help you Turn More Attention Into Leads** Angela DeFranco, HubSpot Daria Marmer, HubSpot	**Malala**
3:45 PM	**How I Sold $700k in my First 100 Days with Nothing but Inbound Marketing and Inbound Sales** Jen Spencer, SmartBug Media	**Turing**

TIME	TALK	ROOM
3:45 PM	**Delivering ABM Content at Scale with HubSpot and Sigstr** Chris Knipper, Kuno Creative Dan Hanrahan, Sigstr	**Aristotle & Socrates**
3:45 PM	**HubSpot As A Platform Part 2: Building a Lovable Developer Platform** Nancy Riley, HubSpot	**Angelou**
4:30 PM	**Break**	
4:45 PM	**HubSpot Product Science Fair** Emcee: Christopher O'Donnell	**Malala & Turing**
5:45 PM	**Load Buses to the Museum of Fine Arts**	
6:30 PM	**Evening Celebration at the Museum of Fine Arts** *Sponsored by Slack* 465 Huntington Ave Boston, MA 02115	

Agenda

TIME	TALK	ROOM
8:00 AM	**Breakfast**	**Davenport Entry**
8:30 AM	**Science Fair Demos**	**Davenport Atrium**
9:30 AM	**How to Win The Long Game as a Specialized Agency** Guillaume Delloue, HubSpot Tony Fraga, Direct Development	**Malala**
9:30 AM	**Growing Through the Integrations Platform: New and Noteworthy Integrations to Expand Your Service Offerings** Al Biedrzycki, HubSpot	**Turing**
9:30 AM	**Machine Learning AMA with HubSpot Product Expert Hector Urdiales** Hector Urdiales, HubSpot Anna Perko, HubSpot	**Aristotle & Socrates**
10:15 AM	**Break**	
10:30 AM	**Fuel Growth with Video: Increase Retainers and Improve Client Retention** Gabriel Marguglio, Nextiny Marketing	**Malala**
10:30 AM	**Introducing HubSpot for Shopify: How You Can Help Ecomm SMBs Beat Amazon** Marcus Andrews, HubSpot John Turner, digitalJ2	**Turing**
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11:30 AM	**Break**	
11:45 AM	**From Good to Great: How HubSpot's Social and Content Tools Help you Turn More Attention Into Leads** Angela DeFranco, HubSpot Daria Marmer, HubSpot	**Malala**
11:45 AM	**Elevating the Professional Marketers' CMS: Where We Are, and Where We're Headed** Luke Summerfield, HubSpot	**Turing**
12:30 PM	**Lunch** Closing remarks and swag giveaway	**2 Canal**
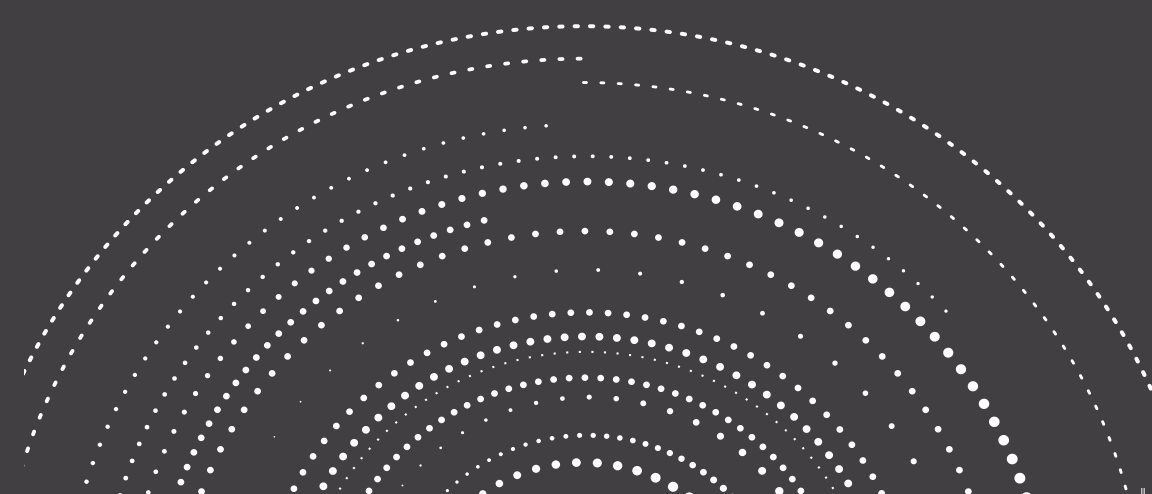
SESSION DESCRIPTIONS

Keynote Sessions

The Future of HubSpot
Brian Halligan, HubSpot

Join HubSpot CEO, Brian Halligan to learn where the industry is headed, and get a first look into how HubSpot is evolving to address the market trends.

Day 1 | 9:00 AM

HubSpot Product Keynote
Christopher O'Donnell, HubSpot

Join our SVP of Product, Christopher O'Donnell as he shares what's on the horizon for HubSpot products, as well as what we're making available in your portal this Partner Day. You'll gain insight into the new tools being built to make it easier for marketers, sales-people, customer service representatives, and business owners (like you) to drive growth in 2018.

Day 1 | 9:30 AM

HubSpot as a Platform: 3 Big Opportunities for Agencies
Scott Brinker, HubSpot

HubSpot is evolving to become a platform — a flexible foundation around which organizations like yours can tailor their entire digital "front office." This next wave of innovation offers three opportunities for agencies:

1.   Using our integrations to provide more specialized solutions to clients and wrap new service offerings around them.
2.   Developing custom apps and integrations for specific client use cases.
3.   Creating your own products on our platform.

Day 1 | 10:15 AM

Helping You and Your Clients Grow Better
David McNeil, HubSpot

Consumer behavior is shifting dramatically so HubSpot is evolving with the launch of Service Hub and App Hub. But what does this mean for our global partner community? David McNeil, VP of the Partner Program, will highlight the best ways to take advantage of the opportunity right now by expanding your service offerings and being first to market.

Day 1 | 10:45 AM

HubSpot Product Science Fair
Emcee: Christopher O'Donnell

Each month, all of HubSpot is invited to see demos of the work being done by product teams. It's every HubSpotter's favorite forum -- so we want to deliver the same content for our partners! Join our product team for a round of live demos of both new and soon-to-be-released software.

Day 1 | 4:45 PM

Breakout Sessions

Agency Unfiltered: Partner Day Edition
Kevin Dunn, HubSpot
Eric Baum, Bluleadz
Krista Ankenman, TANK New Media, LLC
Greg Linnemanstons, Weidert Group, Inc.

Agency owners, we know you crave more advice about running your businesses. Great news: we happen to know a number of experts with firsthand know-how of scaling an agency. Hint: they're attending Partner Day too. We're bringing our monthly Agency Unfiltered Facebook series to you in-person! Join this partner-led panel to hear tips on topics like: process development, sourcing and hiring talent, team building, financial planning, specialization and more -- from the experts who know it best your agency peers.

Day 1 | 11:15 AM

3 Signs Your Agency is about to get Fired and How to Avoid Them
Evan Dean, HubSpot
John Aiken, Web Canopy Studio

Common pitfalls and mistakes from an agency who has seen them all. Learn to look for the signs that your agency may get fired, and best practices to assure that never happens. John Aiken, owner of Diamond Partner Web Canopy Studio, along with Evan Dean, Principal Partner Consultant, will share signs to watch out for and practices to implement in order to assure your clients are happy and sticking with you for the long run!

Day 1 | 11:15 AM

Service Hub: A Look Inside HubSpot's Next Great Product Line
Michael Redbord, VP, Product Service Hub, HubSpot
Susan LaPlante-Dube, Precision Marketing Group

Michael Redbord has spent the last 5 years growing HubSpot support, scaling solutions, and solving for the customer. He's now leading the charge for HubSpot's next product line - Service Hub. He'll share the inbound service framework he's developed, a deep dive into the new Service Hub product, and why now is the time to put the customer at the center of your business.

Day 1 | 11:15 AM and 1:15 PM

A Conversational Approach to Inbound: An Introduction to Conversations and Conversations Strategy
Brian Bagdasarian, HubSpot

Developing a conversational strategy the inbound way is about more than live chat and chatbots. It's about building a cohesive, omnichannel experience that enables the development of personal, one-to-one relationships at scale -- without increasing human capital. In this session, you'll learn how HubSpot is changing the game with conversations, the newest feature of HubSpot CRM.

Day 1 | 11:15 AM and 1:15 PM

Elevating the Professional Marketers CMS: Where We Are, and Where We're Headed
Luke Summerfield, HubSpot

The HubSpot CMS has become a huge growth opportunity for partners, and professional marketers. Recently, we've rolled out a number of enhancements to the CMS that can help you build, and deliver an effective website. Join the Marketing Hub product team for this session to learn about all the latest CMS product updates, and how you can apply them to your agency and clients.

Day 1 | 1:15 PM

Processes for Agency Profitability
Eric Pratt, Revenue River

Eric will unveil how Revenue River grew from a bootstrapped startup to a profitable agency within the HubSpot ecosystem. He'll unpack the processes they implemented along the way and the approach he took to remaining profitable while scaling the agency from one employee to over 30.

Day 1 | 1:15 PM

Marketing Hub 2.0: Refined, Modernized, and Set to Supercharge Your Growth
Nicholas Holland, HubSpot

Join Nicholas Holland, General Manager of the Marketing Hub, for an in-depth walk-through of how far the Marketing Hub has come, and what's coming next that will help you, and your clients, supercharge your growth in 2018 and beyond.

Day 1 | 1:15 PM and 2:30 PM

Service Hub Office Hours

Have a specific question about the announcement of our newest product line? Swing by for one-on-one time with our product experts.

Day 1 | 2:30 PM and 3:45 PM

Video First: How Video Transformed Our Customer Experience
Remington Begg, Impulse Creative

Many agencies can deliver great work, but effective communication is typically their downfall - and it's not all the agency's fault. We'll share how Impulse Creative increased account/customer retention by moving to a video first mentality in our agency. We'll discuss why it's important to implement now, the 3 things to consider, 3 symptoms of it working, technology we've implemented, and some key findings we've found after our switch

Day 1 | 2:30 PM

Turning the Growth Stack into Green Stacks: How to Land Larger Retainers by Offering Sales Services
Matt Schnitt, HubSpot
Jeff Bell, Mindscape

Have you thought about expanding your service offerings to include sales, but haven't quite made the jump? If so, this session is for you. We'll cover how to sell, price and package sales services as an extension of your marketing services. You're already helping your clients generate qualified leads, now learn the framework and new HubSpot tools that will close those leads at a higher rate.

Day 1 | 2:30 PM and Day 2 | 10:30 AM

Introducing HubSpot for Shopify: How You Can Help Ecomm SMBs Beat Amazon
Marcus Andrews, HubSpot
John Turner, digitalJ2

Ecommerce is the future. People love the convenience and speed of buying online. This has been great for entrepreneurs and has spawned thousands of new SMBs. And while it's easy to grow, it's hard to scale. Pressure from retail giants and a dated marketing playbook are major challenges. That's where HubSpot for Shopify can help ecomm SMBs win.

Day 1 | 2:30 PM and Day 2 | 10:30 AM

Vidyard Office Hours

Come talk to the Vidyard team and sign-up for the alpha.

Day 1 | 3:45 PM

Delivering ABM Content at Scale with HubSpot and Sigstr
Chris Knipper, Kuno Creative
Dan Hanrahan, Sigstr

It's hard to know where to start with ABM, making it even harder to advise customers on ABM. Kuno Creative, a Diamond Agency Partner, shares how ABM is fueling their business and how they make ABM easy for their customers. Using the HubSpot - Sigstr integration to power ABM in employee email, it's not as daunting as it seems.

Day 1 | 3:45 PM

HubSpot as a Platform: Building a Lovable Developer Platform
Nancy Riley, HubSpot

As HubSpot evolves as a platform and expands our ecosystem, how does that change our approach to Product? We're introducing extensive new resources for developers, driving for API completeness and consistency, and thinking #platformfirst as we design new features. In this session we'll share our vision for a truly lovable developer platform that will foster a vibrant and open ecosystem, and discuss how this approach will benefit you and your customers.

Day 1 | 3:45 PM

How I Sold $700k in my First 100 Days with Nothing but Inbound Marketing and Inbound Sales
Jen Spencer, SmartBug Media

"The cobbler's children have no shoes." Why is it that agencies excel at providing services to clients, but neglect to do the same for themselves? With the power of HubSpot at our fingertips, there's no reason why every single agency partner should not be executing inbound marketing and inbound sales. In fact, your customers expect it, and soon they will demand it.

Day 1 | 3:45 PM

From Good to Great: How HubSpot's Social and Content Tools Help you Turn More Attention Into Leads
Angela DeFranco, HubSpot
Daria Marmer, HubSpot

Attention is at an all-time premium, and it's harder than ever to stand-out. Yet, clients today are still looking for you to deliver growth. Join Angela DeFranco and Daria Marmer, product leads for content and social within HubSpot and learn about all the latest Marketing Hub updates that will help you stand out and effectively turn attention into leads.

Day 1 | 3:45 PM and Day 2 | 11:45 AM

Machine Learning AMA with HubSpot Product Expert Hector Urdiales
Hector Urdiales, HubSpot
Anna Perko, HubSpot

Machine Learning is one of the hottest trends in the business ecosystem, but what does it really mean and what impact can it have on the marketing agency world? Join us for an Ask Me Anything style session with HubSpot's very own machine learning expert and technical lead, Hector Urdiales. We'll address how HubSpot is using machine learning when developing new products, and conclude with an open Q&A.

Day 2 | 9:30 AM

Growing Through the Integrations Platform: New and Noteworthy Integrations to Expand Your Service Offerings
Al Biedrzycki, HubSpot

Chances are you've implemented a HubSpot Connect integration for a client, but have you considered wrapping a value-added services package around it? Join Al Biedrzycki, Manager of the Integrations Platform Marketing team as he walks you through several new, noteworthy integrations and how you can package them as brand new services for your client base.

Day 2 | 9:30 AM

How to Win The Long Game as a Specialized Agency
Guillaume Delloue, HubSpot
Tony Fraga, Direct Development

Focusing your agency as a specialist for a specific industry or two can make a huge difference in the long-term sustainability of your agency. While this is a great theory, how exactly do you do this well? This session offers two important experiences that will help you grow your agency and win long-standing client relationships with a high renewal rate: lessons learned and an open discussion on how you can implement changes.

Day 2 | 9:30 AM

Fuel Growth with Video: Increase Retainers and Improve Client Retention
Gabriel Marguglio, Nextiny Marketing

Learn how we increased our monthly retainers by 40-50% while keeping our customers happy using video services. Harness the actual and perceived value of video to drive content strategy, social ads, email and more all while increasing your bottom line and your clients.

Day 2 | 10:30 AM

SCIENCE FAIR BOOTHS

Day 2 | 8:30 AM
Davenport Atrium

BOOTH 1	Conversations	**BOOTH 11**	Slack
BOOTH 2	Service Hub	**BOOTH 12**	Facebook
BOOTH 3	Website	**BOOTH 13**	Vidyard
BOOTH 4	Ecommerce	**BOOTH 14**	TwentyThree
BOOTH 5	Email & GDPR	**BOOTH 15**	Databox
BOOTH 6	TruJay	**BOOTH 16**	Lucky Orange
BOOTH 7	Ads & Messenger	**BOOTH 17**	Seventh Sense
BOOTH 8	Sales Hub	**BOOTH 18**	PandaDoc
BOOTH 9	Learning Center	**BOOTH 19**	Atomic Reach
BOOTH 10	CRM, Reporting & Automation	**BOOTH 20**	SEMRush
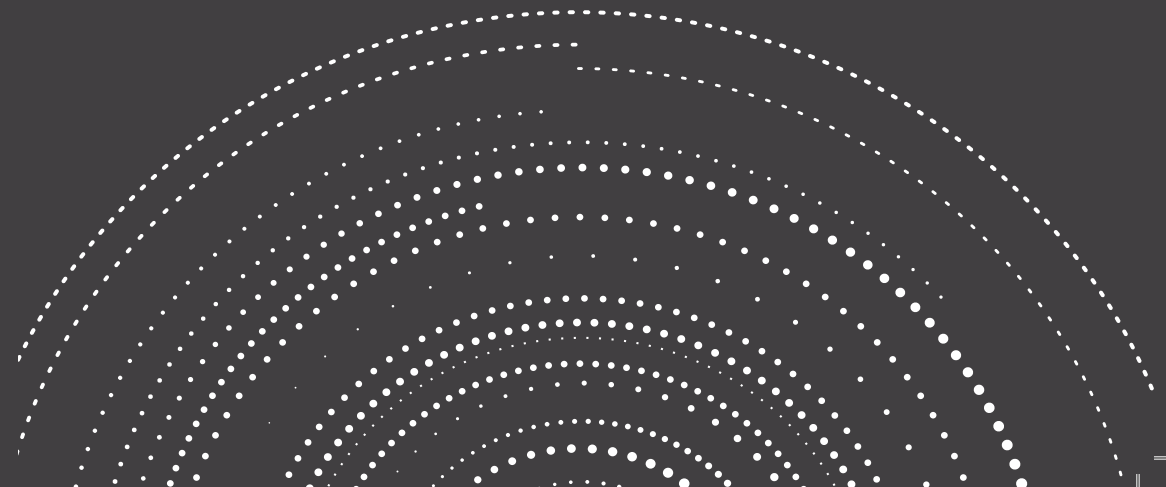
WHERE AM I GOING?

2 CANAL BULDING:

2 Canal Park
Cambridge, MA 02141

Malala

The big room on the first floor with the bleachers in back.

Turing

The smaller room that is broken off of Malala (closest to the registration desk).

Restrooms

Outside of the HubSpot registration desks, you will see the building security desk in front of the elevators. Follow the restroom signs around the security desk. They will be on your left hand side.

DAVENPORT BUILDING:

25 First Street
Cambridge, MA 02141

Fishbowl

On the first floor, it's the glass room behind the elevators, next to the Atrium

Atrium

On the first floor, make your way to the open area in the middle of the building, just behind the elevators.

Aristotle & Socrates

Take the elevator to the 2nd floor, turn right, and go through the reception and kitchen. Aristotle is the room past the booth to the right, at the back of the kitchen. Socrates is the other half of the room.
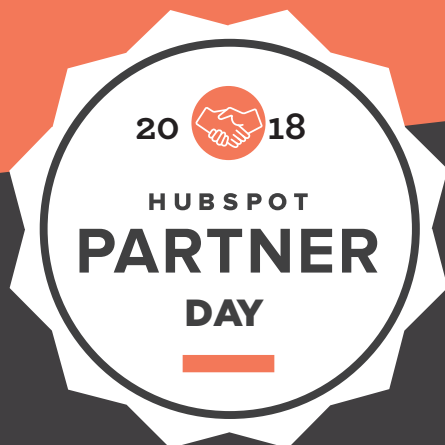
Walske

Take the elevator to the 2nd floor, turn right, and go through the reception. Make a left before the kitchen. Walske is the first room on the right.

Angelou

Take the elevator to the 4th floor, turn left, and go around the corner. Angelou is the room on the left.

HUBSPOT PARTNER DAY

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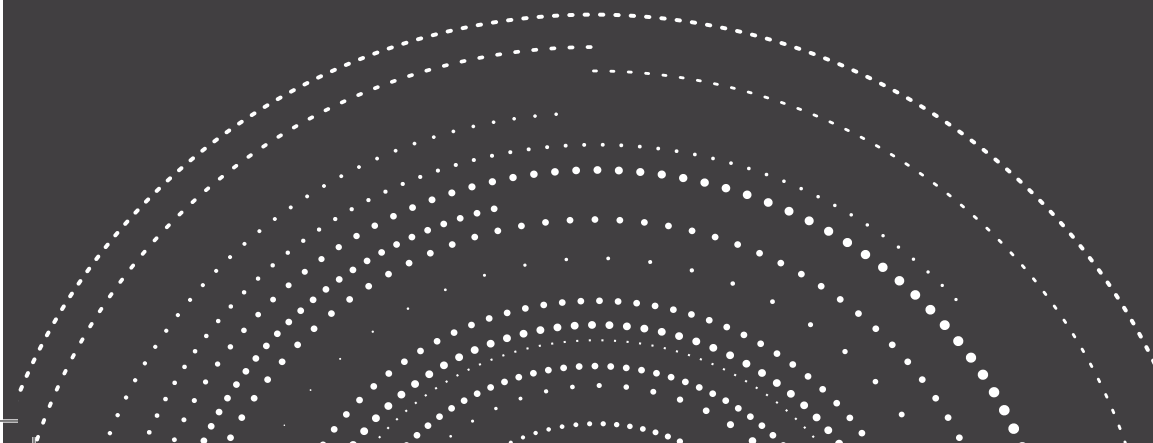
PARTNER DAY
SOCIAL CHALLENGE

All challenges are to be documented via photo or video, and shared on Twitter tagging the following hashtags/handles:

#HubPartner   #PartnerDay18   @HubSpot

You will need to complete all 9 tasks to enter into the raffle for a chance to win a prize. Upon completion, head to the front desk in 2 Canal where you registered and a staff member will give you your raffle tickets.

Grab a great photo bomb.
Partner day is a long day. Lighten it up a bit and have someone snag your best photo bomb.

Snap a selfie with David McNeil, VP Global Partner Program.
He won't mind, we promise!

Get a photo with a sprocket.
It's a bird! It's a plane! No, it's a shiny sprocket! Grab a photo with one of the many sprockets in the HubSpot office.

Make a call in the orange phone booths.
Find those big, bright oranges boxes!

Record a short video talking (or singing) about why you love Partner Day.
Share your favorite parts of Partner Day! We do ask that you respect the NDA and don't give away any secrets.

Connect with Connect.
Let's get into the networking spirit. Find one of our Connect Partners and tag them in your photo.

Take a selfie at a Science Fair booth.
If you have ever wanted to talk with the people that make and design the tools you use every day well the Science Fair is your chance. Find your favorite tool and grab a photo.

Share a tip your agency learned that you wished you knew when you were getting started.
Running an agency is hard. What's one thing you wish you knew about agency life before you started? Share it with the community.

Best emoji impersonation in the Slack photo booth at the MFA Thursday night.
Do your best emoji impersonation at the photo booth. Try it solo or recruit others to join in. The most accurate and entertaining impression wins some sweet swag from Slack!

PARTNER DAY AT INBOUND 2018

CALL FOR SPEAKERS

Are you coming to INBOUND this year? We're hosting the second edition of Partner Day At INBOUND

Partner Day at INBOUND was created to allow partners to get more out of their INBOUND experience. The goal of this event is to enhance the partner community through networking with partner peers, and learning from agency peers & agency experts. The day also focuses on driving product knowledge of new and core HubSpot products.

We are looking for speakers that want to share their experiences with the group. If you have a compelling story to tell, submit your video to pitch your proposed session to your peers.

www.partnerdayatinbound.com

Disclaimer: It's important that the session content is reflective of our global partner community. With that in mind, region will be an additional consideration when making the final decision -- and extra points awarded to first-time presenters!

Join us for an evening celebration at the Museum of Fine Arts, sponsored by Slack!

**Museum of Fine Arts
465 Huntington Ave, Boston, MA 02115**

Festivities will start at 6:30pm. Buses will leave from HubSpot following the conclusion of sessions.

Don't miss your chance to get creative at the photo booth to earn some sweet swag from Slack!

slack