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Affiliate Summit West 2014 Agenda

Affiliate Summit West 2014 is taking place January 12-14, 2014 at Paris Las Vegas. The conference begins at 10:00am on Sunday and runs through 4:00pm on Tuesday.



The agenda is subject to change – please check back for updates.

If you click on the "Agenda" link at the top of the conference calendar, you will have the option to view all of the events in a variety of different formats.

Also, click "Expand All" to see details of each event going on at Affiliate Summit West 2014.

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Agenda Tags

JANUARY 2014

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- JAN 11 Sat 2014**
Early Check-in @ Paris Foyer
Jan 11 @ 4:00 pm – 8:00 pm
- JAN 12 Sun 2014**
Booth Setup @ Rivoli
Jan 12 @ 8:00 am – 6:00 pm
- Check-in @ Paris Foyer**
Jan 12 @ 8:00 am – 6:00 pm
- First Timers Orientation for Affiliate Summit @ Champagne Ballroom 1**
Jan 12 @ 10:00 am – 10:45 am
- Session 1a: 30 Real Life Examples Of Affiliate Tools & Strategies @ Champagne Ballroom 1**
Jan 12 @ 11:00 am – 12:00 pm
- Session 1b: Get Compliant. Get Conversions! @ Champagne Ballroom 4**
Jan 12 @ 11:00 am – 12:00 pm
- Session 1c: Writing Pages to Rank in the Search Engines @ Versailles Ballroom 1 & 2**
Jan 12 @ 11:00 am – 12:00 pm
- Session 1d: Finding the Golden Nuggets in Mature Affiliate Programs @ Versailles Ballroom 3 & 4**
Jan 12 @ 11:00 am – 12:00 pm
- Blogger Lounge @ Burgundy**
Jan 12 @ 12:00 pm – 6:00 pm
- Meet Market @ Concorde**
Jan 12 @ 12:00 pm – 6:00 pm

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- Session 2a: Secrets of Top Six Figure Bloggers @ Champagne Ballroom 1** +
Jan 12 @ 12:30 pm – 1:30 pm
- Session 2b: Affiliate Marketing On Facebook @ Champagne Ballroom 4** +
Jan 12 @ 12:30 pm – 1:30 pm
- Session 2c: Marketing Your Business with Data, Rather than Feelings @ Versailles Ballroom 1 & 2** +
Jan 12 @ 12:30 pm – 1:30 pm
- Session 2d: Coupon Sites: Is There Life After RetailMeNot's IPO? @ Versailles Ballroom 3 & 4** +
Jan 12 @ 12:30 pm – 1:30 pm
- VIP & All Access Snack Break @ Champagne Ballroom 2 & 3** +
Jan 12 @ 1:00 pm – 3:00 pm
- Session 3a: SEO Site Reviews & Q&A @ Champagne Ballroom 1** +
Jan 12 @ 2:00 pm – 3:00 pm
- Session 3b: Generating Massive Traffic and Profit Using Facebook Pages @ Champagne Ballroom 4** +
Jan 12 @ 2:00 pm – 3:00 pm
- Session 3c: The Link Economy: Exploring the Economic Power of Links @ Versailles Ballroom 1 & 2** +
Jan 12 @ 2:00 pm – 3:00 pm
- Session 3d: 5 Steps to Accelerate Your Affiliate International Expansion @ Versailles Ballroom 3 & 4** +
Jan 12 @ 2:00 pm – 3:00 pm
- Session 4a: How Video Marketing Drives Sales @ Champagne Ballroom 1** +
Jan 12 @ 3:30 pm – 3:48 pm
- Session 4b: How to Diversify Your Affiliate Portfolio for Better Results @ Champagne Ballroom 4** +
Jan 12 @ 3:30 pm – 3:48 pm
- Session 4c: Sexy Search Results @ Versailles Ballroom 1 & 2** +
Jan 12 @ 3:30 pm – 3:48 pm
- Opening Remarks & Elevator Pitches @ Champagne Ballroom 1** +
Jan 12 @ 4:30 pm – 5:30 pm
- Newcomer Program Meetup @ Bordeaux** +
Jan 12 @ 6:30 pm – 7:30 pm
- ShareASale "Under the Stars" Party @ Chateau Nightclub in the Paris Las Vegas** +
Jan 12 @ 8:00 pm – Jan 12 @ 12:00 am

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- Check-in @ Paris Foyer** +
Jan 13 @ 7:30 am – 5:30 pm
- Blogger Lounge @ Burgundy** +
Jan 13 @ 8:30 am – 6:00 pm
- Buffet Breakfast @ Concorde** +
Jan 13 @ 9:00 am – 10:00 am
- Coffee Service @ Concorde** +
Jan 13 @ 10:00 am – 12:30 pm
- Exhibit Hall @ Rivoli** +
Jan 13 @ 10:00 am – 5:00 pm
- Session 5a: Advertisers: Take Your Lead Gen Beyond the Desktop @ Champagne Ballroom 1** +
Jan 13 @ 10:00 am – 11:00 am
- Session 5b: Your Baby Is Ugly: Rapid-fire Live Landing Page Critiques @ Champagne Ballroom 4** +
Jan 13 @ 10:00 am – 11:00 am
- Session 5c: Grill the Affiliate Manager: Questions You Want Answered @ Versailles Ballroom 1 & 2** +
Jan 13 @ 10:00 am – 11:00 am

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Session 5d: Beyond Affiliate Income: Diversification in the Industry @ Versailles Ballroom 3 & 4 +

Jan 13 @ 10:00 am – 11:00 am

Opening Remarks & Keynote @ Champagne Ballroom 2 & 3 +

Jan 13 @ 11:15 am – 12:15 pm

Luncheon Buffet @ Concorde +

Jan 13 @ 12:30 pm – 1:45 pm

Coffee Service @ Concorde +

Jan 13 @ 2:00 pm – 6:00 pm

Session 6a: Mobile Display: How to Make Money Off of Such a Tiny Screen @ Champagne Ballroom 1 +

Jan 13 @ 2:00 pm – 3:00 pm

Session 6b: The Top 5 Affiliate Management Myths Debunked @ Champagne Ballroom 4 +

Jan 13 @ 2:00 pm – 3:00 pm

Session 6c: 22 Effective Ways to Recruit Quality Affiliates @ Versailles Ballroom 1 & 2 +

Jan 13 @ 2:00 pm – 3:00 pm

Session 6d: Why Compliance is a Tough Pill to Swallow – Nutraceuticals @ Versailles Ballroom 3 & 4 -

Jan 13 @ 2:00 pm – 3:00 pm

Discussion of strategies for manufacturers and marketers of nutraceuticals to avoid both FTC and FDA scrutiny, as well as recent FDA warning letters and trending enforcement tactics.

Experience level: Beginner

Target audience: Affiliate/Publisher

Niche/vertical: Compliance

- [David Graff](#), General Counsel and Privacy Officer, [50onRed](#) (Twitter [@50onRed](#))
- [Rachel Hirsch](#), Senior Associate, [Ifrah PLLC](#) (Twitter [@FTCLawyer](#))

(This session is open to VIP and All Access pass holders only)

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Session 7a: Super Affiliate Publishing with WordPress @ Champagne Ballroom 1 +

Jan 13 @ 3:30 pm – 4:30 pm

Session 7b: It's Not Just List Size, But What You DO With It @ Champagne Ballroom 4 +

Jan 13 @ 3:30 pm – 4:30 pm

Session 7c: Ensuring Incremental Growth in Any Affiliate Program @ Versailles Ballroom 1 & 2 +

Jan 13 @ 3:30 pm – 4:30 pm

Session 7d: Generating Affiliate Income with a Branded Blog @ Versailles Ballroom 3 & 4 +

Jan 13 @ 3:30 pm – 4:30 pm

Session 8a: Internal Advertiser Platforms & What it Means to Affiliates @ Champagne Ballroom 1 +

Jan 13 @ 4:40 pm – 4:58 pm

Session 8b: It's a Small World After All – Expanding Internationally @ Champagne Ballroom 4 +

Jan 13 @ 4:40 pm – 4:58 pm

Session 8c: Best Practices for Leveraging Coupons in Affiliate Channels @ Versailles Ballroom 1 & 2 +

Jan 13 @ 4:40 pm – 4:58 pm

Session 8d: Targeting Your Customers Using Google+ @ Versailles Ballroom 3 & 4 +

Jan 13 @ 4:40 pm – 4:58 pm

Ask the Experts Roundtables @ Champagne Ballroom 2 & 3 +

Jan 13 @ 5:00 pm – 6:00 pm

Affiliate Ball @ Chateau Nightclub in the Paris Las Vegas +

Jan 13 @ 10:00 pm

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Check-in @ Paris Foyer

Jan 14 @ 8:00 am – 3:00 pm

**Blogger Lounge @ Burgundy**

Jan 14 @ 8:30 am – 4:00 pm

**Buffet Breakfast @ Concorde**

Jan 14 @ 9:00 am – 10:00 am

**Coffee Service @ Concorde**

Jan 14 @ 10:00 am – 12:30 pm

**Exhibit Hall @ Rivoli**

Jan 14 @ 10:00 am – 4:00 pm

**Session 9a: Transitioning to Working At Home: Your Questions Answered @ Champagne Ballroom 1**

Jan 14 @ 10:00 am – 11:00 am

**Session 9b: Getting Out of Irons: Re-Setting Your Course @ Champagne Ballroom 4**

Jan 14 @ 10:00 am – 11:00 am

**Session 9c: Beat the Competition With the Right Intelligence Tools @ Versailles Ballroom 1 & 2**

Jan 14 @ 10:00 am – 11:00 am

**Session 9d: Update from the Performance Marketing Association @ Versailles Ballroom 3 & 4**

Jan 14 @ 10:00 am – 11:00 am

**Opening Remarks & Keynote @ Champagne Ballroom 2 & 3**

Jan 14 @ 11:15 am – 12:15 pm

**Luncheon Buffet @ Concorde**

Jan 14 @ 12:30 pm – 1:45 pm

**Coffee Service @ Concorde**

Jan 14 @ 2:00 pm – 4:00 pm

**Networking Pub Crawl @ Rivoli**

Jan 14 @ 2:00 pm – 4:00 pm

**Session 10a: The Power of Asking: The Simplest Way to Increase Revenue @ Champagne Ballroom 1**

Jan 14 @ 2:00 pm – 3:00 pm

**Session 10b: Buying and Selling Websites @ Champagne Ballroom 4**

Jan 14 @ 2:00 pm – 3:00 pm

**Session 10c: How to Improve the Affiliate-Advertiser Relationship @ Versailles Ballroom 1 & 2**

Jan 14 @ 2:00 pm – 3:00 pm

**Session 10d: Promoting Software Isn't Dead @ Versailles Ballroom 3 & 4**

Jan 14 @ 2:00 pm – 3:00 pm

**Session 11a: Mobile RTB – How to Hyper-Target on DSPs @ Champagne Ballroom 1**

Jan 14 @ 3:10 pm – 3:28 pm

**Session 11b: Email Marketing 3.0 Adapting to Mobile 1st World @ Champagne Ballroom 4**

Jan 14 @ 3:10 pm – 3:28 pm

**Closing Cocktail Reception @ Concorde**

Jan 14 @ 3:45 pm – 4:45 pm

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