Welcome

We're so excited you're joining us for #MarTechFest Dial Up – the online edition of the marketing technology anti-conference

This event will deliver over 12 hours of content live or simulated live across two time zones

What: #MarTechFest Dial Up

Where: Online

When: APAC 11am – 5pm (GMT +10:00)

                UK/EU 11am – 5pm (GMT + 01:00)

Please read through the following documentation so you're across the event and how to get the most from it!

If you've got a question that's not answered in this document. Please get in touch with the team via hello@martechalliance.com

Read more about the event here: https://www.martechalliance.com/events/anti-conference-online

Contents

Key Timings

Below are the key timings across the week.

Tuesday 26th May 2020

APAC	UK/EMEA
Sessions - 12pm – 1pm AEST	Work out - 7am – 7:45am BST
	Sessions – 12pm – 2pm BST

Wednesday 27th May 2020

APAC	UK/EMEA
Session from day before available on demand	Meditation - 7am – 7:15am BST
	Sessions – 12pm – 2pm BST

Thursday 28th May 2020

APAC	UK/EMEA
Session from day before available on demand	Sessions – 12pm – 1.30pm BST
	Martech Masters Quiz – 5:00 – 5:30pm BST

Friday 29th May 2020

APAC	UK/EMEA
Session from day before available on demand	Sessions – 12pm – 2.30pm BST
	Live DJ set – 2.30pm – 3:00pm BST

What Will the Event Look Like?

Event Brand Theme

Did you not notice we love a little retro tech reference? The #MarTechFest event series borrows it's styling from the 80s and 90s and can be summarised like this:

- Don't live in the past... learn from it!
- Tech changes at a rapid pace
- A playful nod to the evolution of tech
- Respecting the fundamentals of marketing and building on those to prepare for what's next

Event Format

- We'll have a mixture of live and pre-recorded content
- In addition to these amazing sessions, we'll have a live DJ set, spot prizes, live polls, competitions and so much more.
- Our very own Carlos Doughty will host the day, crossing live to #MarTechFest HQ (aka his living room!)

#MarTechFest Dial Up Sessions

When is the agenda ready?

We are working really hard on perfecting the agenda. Once the agenda is finalised, we will upload it onto our website and send an email notifying everyone.

On-demand/accessing presentations

Once a session is finished it will be available on demand for one month after the webinar. You will be able to download any associated files with it onto your laptop/pc/mobile.
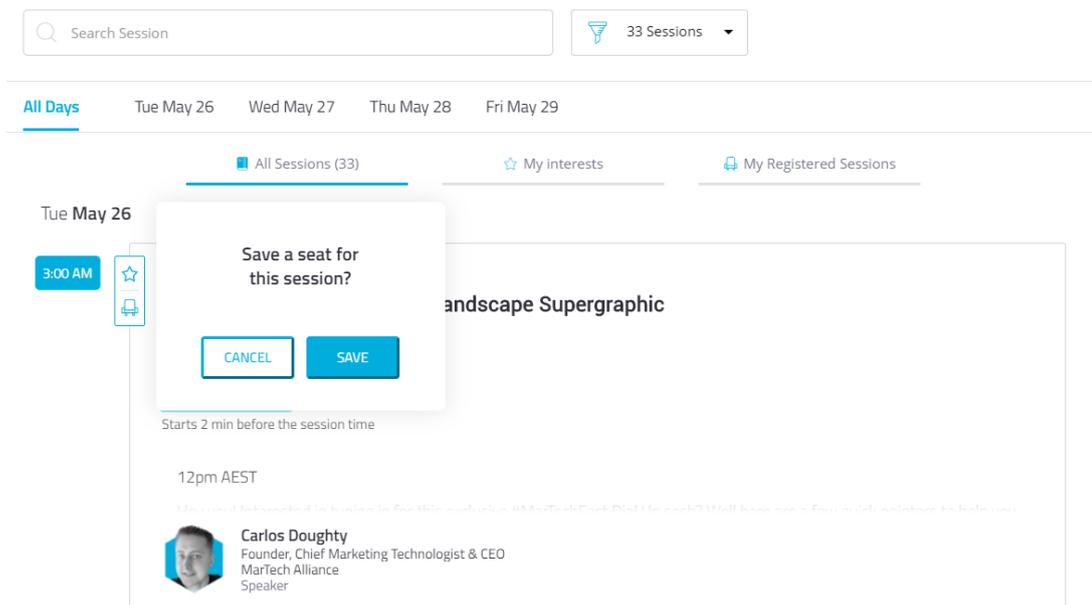
How to watch session/login

You can watch sessions via our website on the agenda page. Beside the session there will be a button that says join broadcasting and that will enter you into the session. All ticket holders will be able to access sessions two minutes prior to it starting.

Can I pre-register for sessions?

Yes, you can save your seat for a session two different ways.

The first is through the agenda. Next to the session there is a seat icon that you can select and that will save you a spot. You can view these sessions in your 'My Registered Sessions'.

You can also bulk register for session by following the steps below:
1. Edit your registration details - https://events.bizzabo.com/223324/settings/registration/
2. Log in with the email address you registered with
3. Verify your email address
4. This will open a new window on your browser, and you can view your ticket. Click the manage sessions
5. Select the sessions you would like to attend
6. You will receive a confirmation email
7. Save and you can view them in your 'My Registered Sessions'

Downloading presentation slides

There are two different ways you can download presentation slides.

1. The speaker might have them available to view and download during their sessions. You can access this via the files section.
2. Once the event has finished you will be able to access the presentation slides via our content hub on our website. We will send an email with a link to access these.

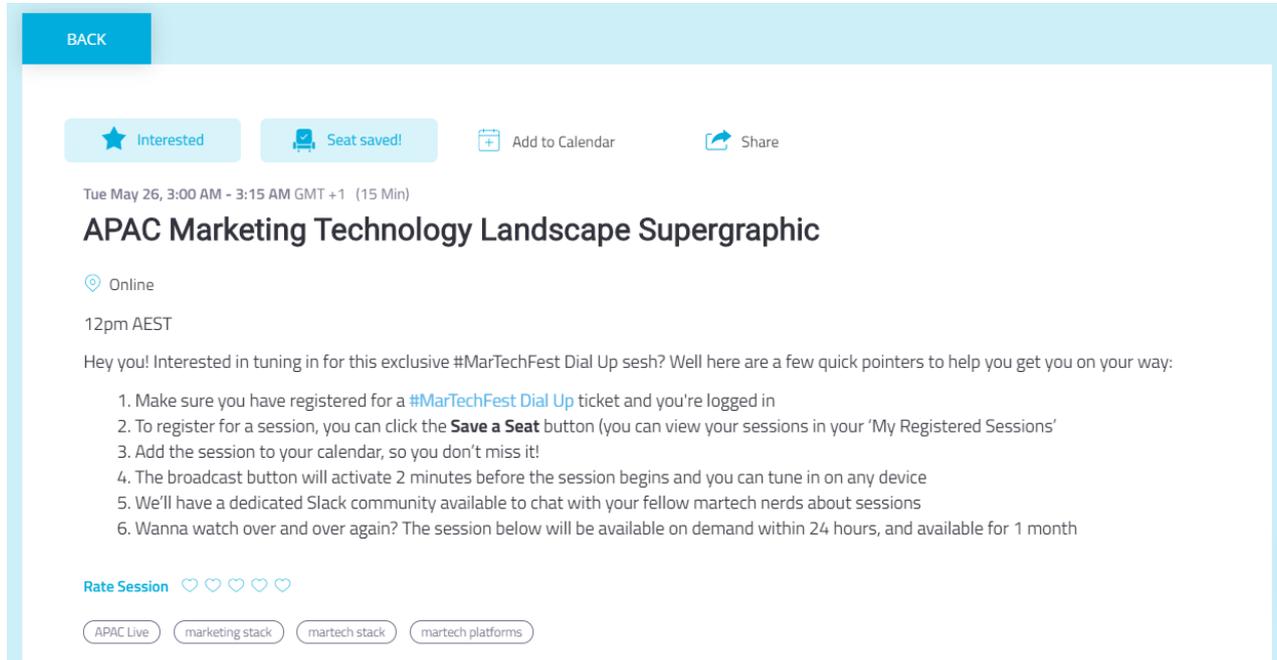## Can I add #MarTechFest Dial Up to my calendar?

Yes, your confirmation email will have the option for you to add the #MarTechFest Dial Up to your calendar.

Alternatively – use the following links:

🔔 Add to calendar
Google / iCal / Outlook / Yahoo

You can also save individual sessions to your calendar.

How do I get access to a session?

Attendees will have access to all sessions, we recommend you favourite sessions you want to attend on the agenda, and you will get notifications when it is about to start. You will have access to the session 2 minutes prior to it starting.

Can anyone see or hear me during sessions?

No, only the speaker will have the ability to talk or be seen throughout the session. There is a chat function so you can speak with other attendees watching.

Can I watch sessions on my phone?

Yes, you can watch the webinar on your phone, laptop, tablet, pc and/or desktop.

What if I can't see, hear or load the session?

We will have a dedicated day of the event technical support who will be able to help with all queries. Prior to the event we will send an email on the best set up to have for streaming the event.

Who are the speakers?

The speakers we have lined up are marketing experts from all around the world. To give you a taster we have Rand Fishkin, Tamara McCleary, Nancy Duarte, Nir Eyal, Robert Rose and Moni Oloyede already signed up for the event. You can view the speaker line up > https://www.martechalliance.com/events/anti-conference-online

Live chat/polls

Throughout session there will be a live chat for you to chat to your fellow martech attendees. We will also be running polls throughout the day that you can access on our website.

Networking

Networking for the event will take place via our dedicated Slack channel. We will have different sections for different topics and give you a great opportunity to interact and engage leading up to the event. Invitation to the Slack Community will be via application only with details on how to join communicated via email.

Competitions

Throughout the day we will be hosting competitions, our host Carlos Doughty will explain how these competitions will work on the day.

Tickets

Are my tickets transferable?

Your tickets are transferable and on your email confirmation there is an option to manage attendee details. Once you click through there will be an option to transfer your ticket and you need to enter the first and last name and company email address of the new attendee. If you have any problems, please contact hello@martechalliance.com

Follow this link to edit your details - https://events.bizzabo.com/223324/settings/registration/

Social Media

In the lead up to the event and especially on the day of, we'll be posting loads to all our social media accounts – why not join in the fun and let your followers know about the amazing session you attended.

When mentioning us on social, please use the correct handles and hashtags to make sure we see your post and can re-post/share with our followers!

Account	Platform	Hashtag/Handle
	All	#MarTechFestDialUp
MarTech Alliance	Twitter / Instagram / LinkedIn	@MarTechAlliance
Carlos Doughty	Twitter / Instagram / LinkedIn	@CarlitosD+ghty

How to get the most out of the day tips and tricks

Below are the best tips and tricks on how to make the most out of the day. Some of the below won't be possible until closer to the event date.

- Add the event to your calendar, you can do this via your confirmation email
- Make sure all your details are up to date on your ticket including a profile picture, this will be handy for networking
- Download the app before the event so you can familiarise yourself with it. You can favourite your sessions and add the event to your calendar via the app as well.
- Have a look through the agenda and favourite the session you would like to attend
- We will be arranging a dedicated slack channel for the event to maximise networking opportunities. You will receive an invite to access this. Make sure you're signed up, create your profile, download the desktop app and connect your file management tools so you can easily share information with other attendees
- Invite your friends and colleagues along to the event, you could even make a group chat to discuss your thoughts and opinions.
- Get your tweets on! Leading up to the event and on the day of the event why not tell everyone all the fun your having and the amazing sessions you're attending through your socials
- Go around your house and make sure you find that sweet spot for the best internet connection, we don't want you missing out any of the amazing content
- Visit our amazing sponsor virtual booths to check out the latest solutions in martech, these can be accessed via our website

Data Collection

At registration you submitted your details to confirm you agreed to the storing & processing of your personal data by MarTech Alliance as described in their privacy statement: https://www.martechalliance.com/privacy-policy

You will also be presented with a consent notice on marketing emails, sponsor session pages, and/or the form before watching your session on-demand.

The consent notice states: By clicking "Save Seat", you are confirming your attendance and

giving permission for the presenting company to send a follow up and other relevant information. You are also agreeing to the storing & processing of your personal data by MarTech Alliance as described in their privacy statement.

MarTech Alliance Key Contacts

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