

# 10 “Keynote Inks” from #C2C16

The hottest talks visualized by  
Quarry and Kelly Kingman

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B2B C2C  
CONTENT2CONVERSION

# Proud to bring you “Keynote Inks”

There were a lot of great talks at this year’s Content2Conversion conference, each with big ideas worth remembering. Quarry and Kelly Kingman were there, turning the hottest talks into Keynote Inks™ — fantastic visual summaries created in real-time as each presentation unfolded.

If you attended #C2C16, we trust that these 10 Keynote Inks are evocative reminders worth sharing with your team. And if you missed it, we hope they spark you to learn more about the inspiring thought leadership we heard in Scottsdale.

Happy modern marketing.



A handwritten signature of Richard Hill in black ink, written in a cursive style.

Richard Hill  
*Managing Director,  
Demand Generation*



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# David Meerman Scott

Author of *The New Rules and Realities of Sales and Marketing*



KEYNOTE  
The New Rules and Realities of Sales and Marketing





# Brad Gillespie

Vice President of Marketing,  
SiriusDecisions



# Carrie Rediker

Research Director,  
Demand Creation Strategies,  
SiriusDecisions



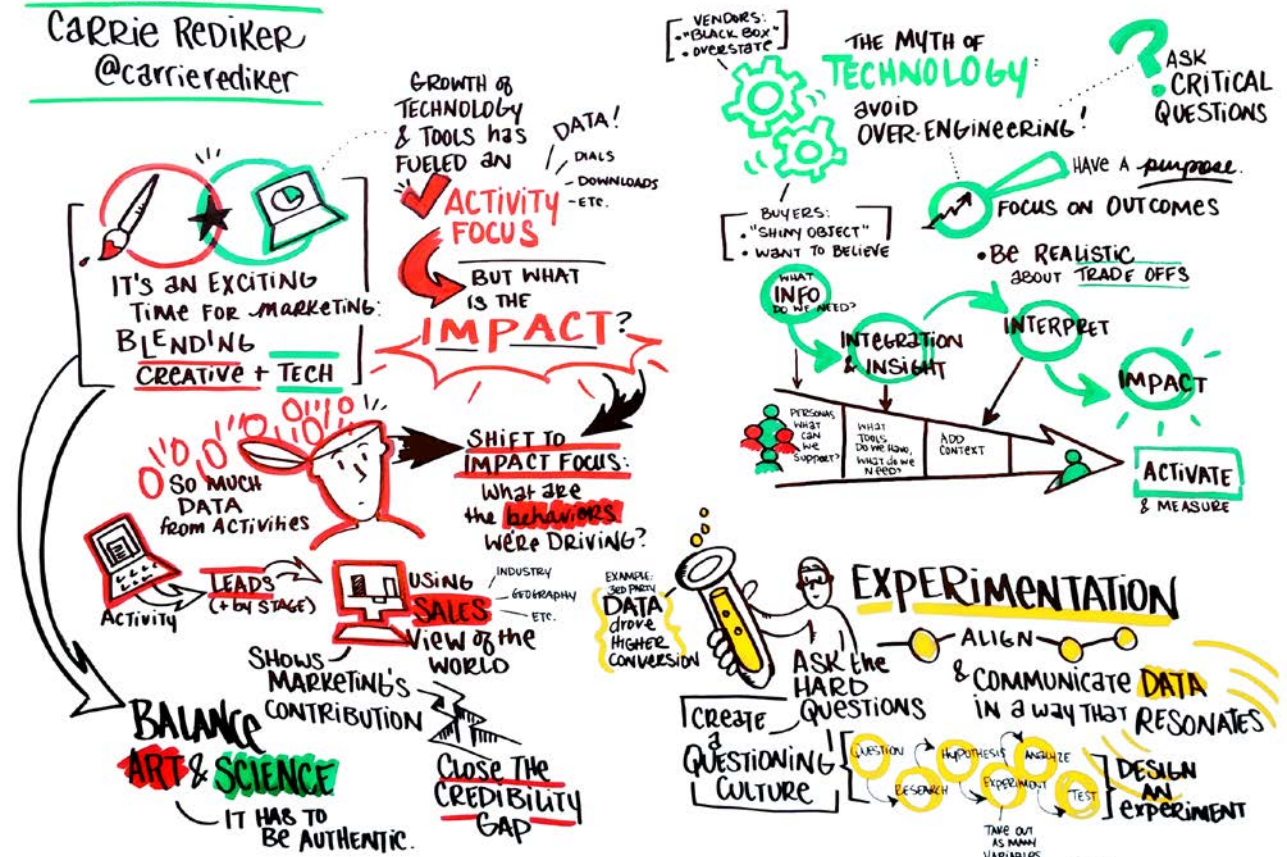
KEYNOTE

Impact Over Activity:  
Why Experimentation is  
the New Imperative for  
Scientific Marketers

**IMPACT** over **ACTIVITY** : **WHY** **EXPERIMENTATION** IS THE NEW IMPERATIVE for **SCIENTIFIC MARKETERS**

"BRAD GILLESPIE @tbradg  
CARRIE REDIKER @carrierediker

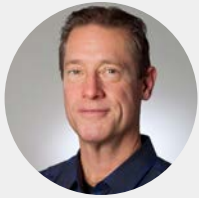
#Keynoteinks COMMISSIONED by QUARRY for #C2C16  
MODERN MARKETING vs COMPLEX BUYING @QUARRY



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CONTENT2CONVERSION  
CONFERENCE 2016

get all #keynoteinks at: [QUARRY.COM/C2C16](http://quarry.com/c2c16)

@KellyKingman  
kingmanink.com



# David Meerman Scott

Author of *The New Rules and Realities of Sales and Marketing*



KEYNOTE  
The Art and Science of Newsjacking with Real-Time Content





# Carlos Hidalgo

Chief Executive Officer,  
ANNUITAS



KEYNOTE  
Transforming  
Demand Generation  
to Drive Revenue





# Laura Ramos

Vice President,  
Principal Analyst,  
Forrester Research



KEYNOTE  
Advocacy: Your New  
Source of Impactful  
and Authentic Content







# Tim Riesterer

Chief Strategy  
and Marketing Officer,  
Corporate Visions



KEYNOTE  
Stop Lighting Buyers' Hair On Fire: Insights Must Do More than Excite — They Must Incite Someone to do Something Different





# Heidi Bullock

Vice President of Demand Generation, Marketo



KEYNOTE  
Right Message,  
Right Buyer —  
at the Right Time





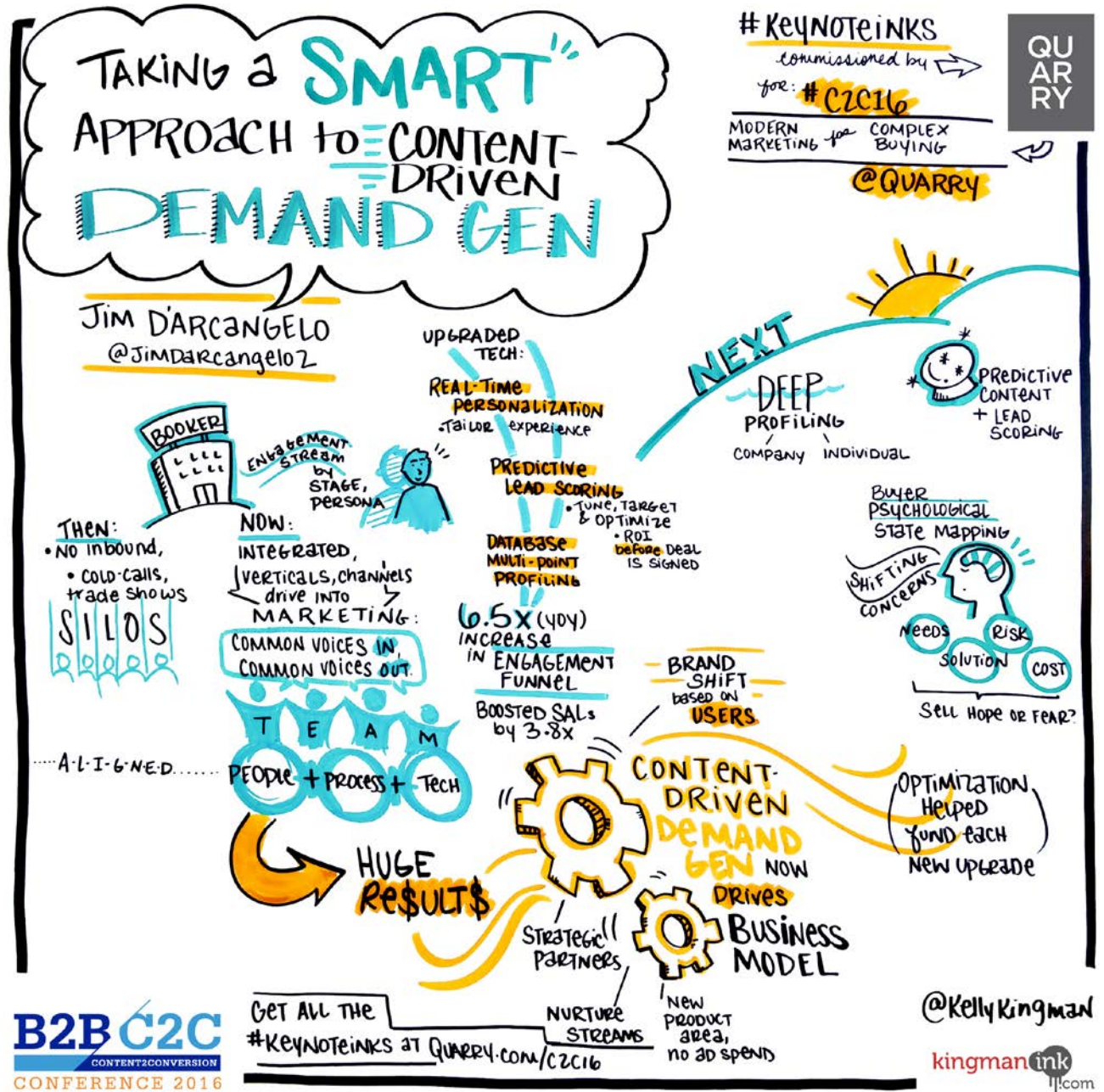
# Jim D'Arcangelo

Vice President of Marketing,  
Booker Software



KEYNOTE

Taking a Smart Approach to Content-Driven Demand Gen



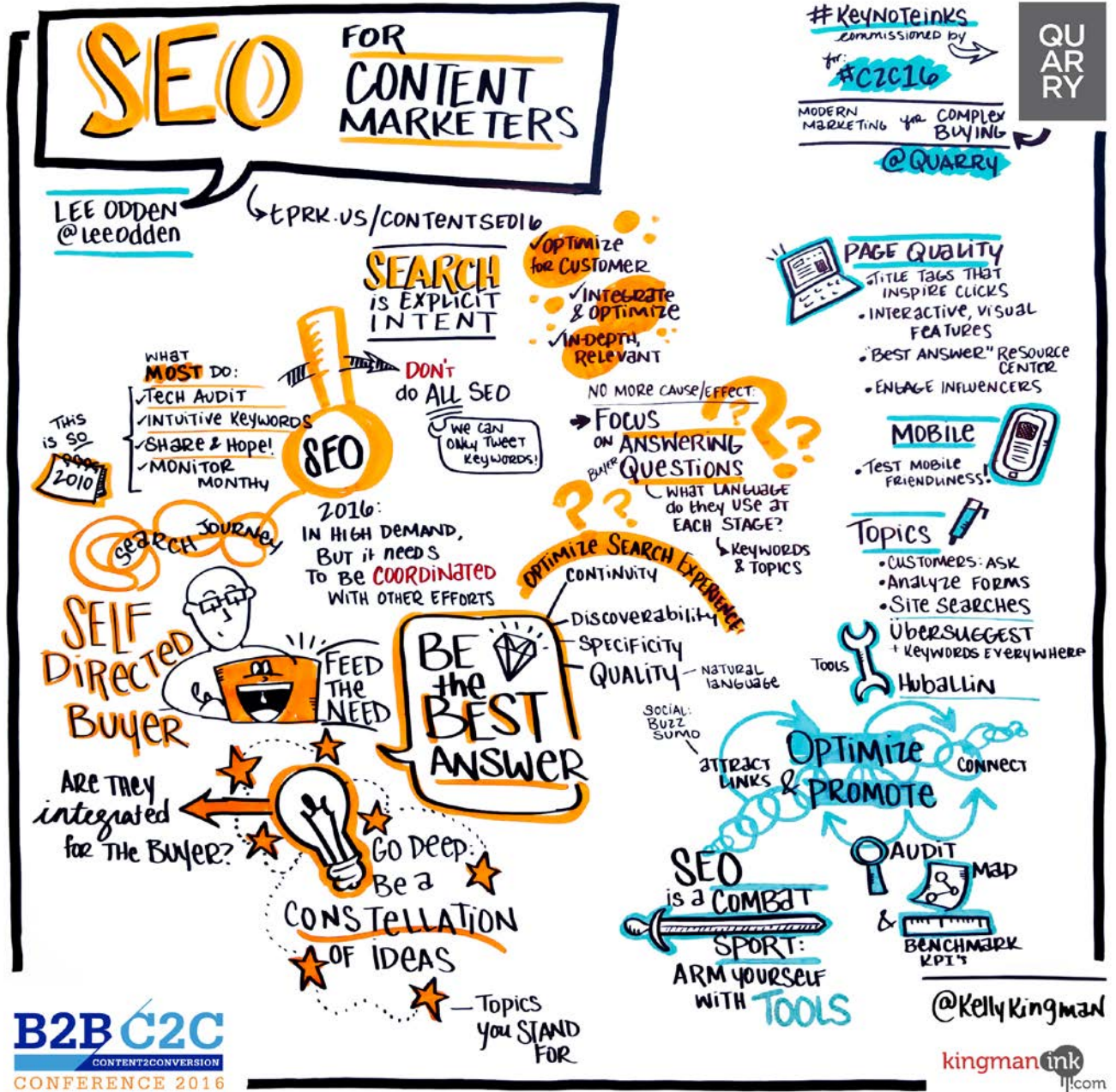


# Lee Odden

Chief Executive Officer,  
TopRank Online Marketing



KEYNOTE  
SEO for Content  
Marketers





# Andrew Gaffney

Publisher and Editorial Director,  
Demand Gen Report



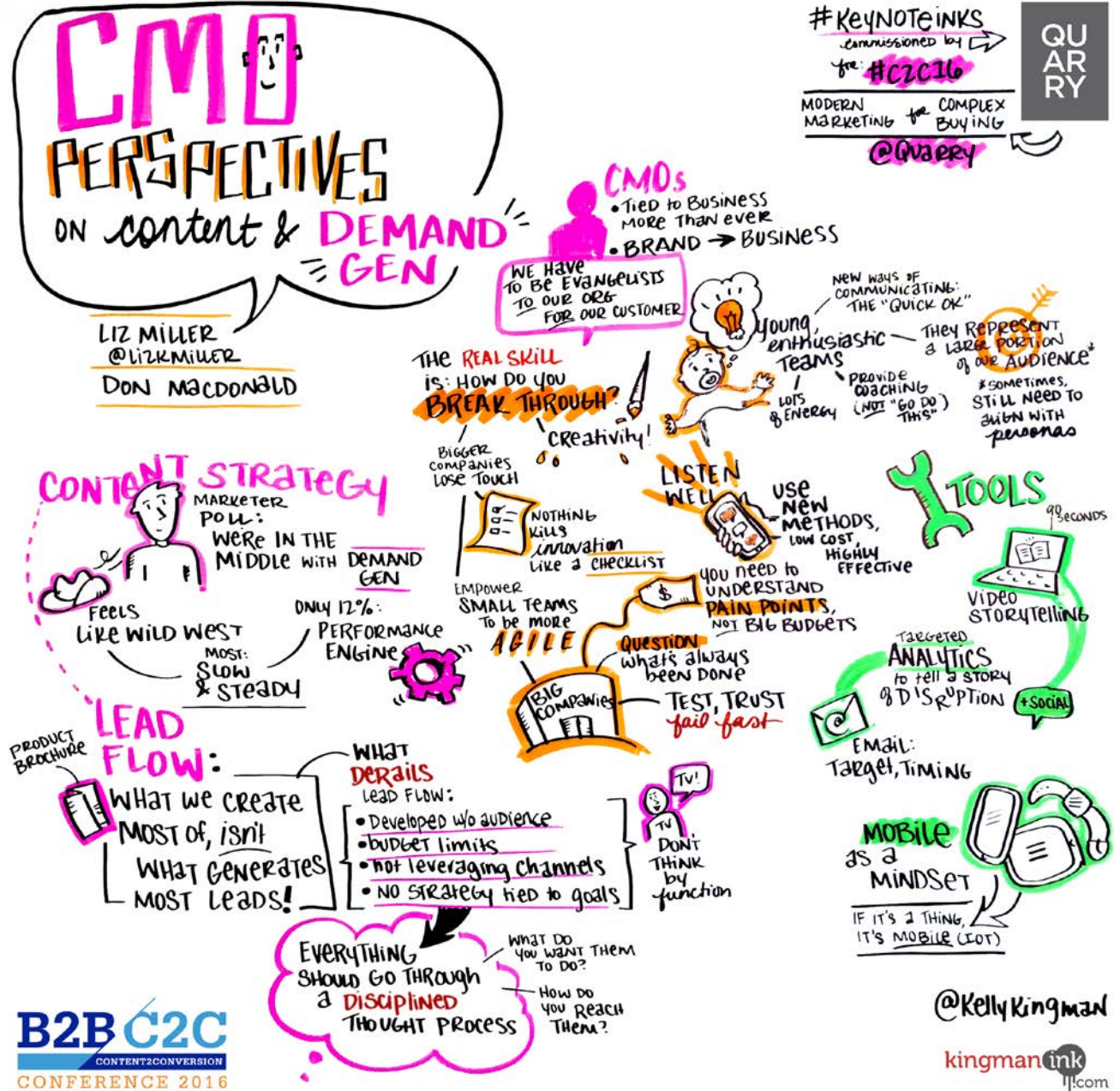
# Liz Miller

Senior Vice President  
of Marketing,  
CMO Council



KEYNOTE

CMO Perspectives  
on Content &  
Demand Gen



LIZ MILLER  
@LIZKMILLER  
DON MACDONALD



@KellyKingman  
kingmanink.com



## About Kelly Kingman

Kelly Kingman is a visual note taker and visual literacy expert. Her company, Kingman Ink, provides visual notetaking services for leading events in sales, marketing, leadership and technology. She has taught visual thinking skills to corporate teams as well as at the MIT Sloan School of Management's Innovation Period.

Visual notetaking (sometimes called graphic recording) captures key ideas in words and images, taps directly into the human mind's incredible ability to process visual information. This makes presentation content easier to recall and easier to use, providing an at-a-glance record of key takeaways.

Kingman Ink's clients include JP Morgan Chase, HubSpot, Marriott, Target, Salesforce, Wiley and ZenDesk. In this role she has captured the talks of great speakers such as Guy Kawasaki, Dan Pink, Seth Godin and many others.

You can learn more at [Kingmanink.com](http://Kingmanink.com)

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# Meet Quarry

Quarry is the modern marketing firm for brands with complex buying journeys. A team of nearly 100, we offer a rare blend of strategic, creative and execution services to support the insight, innovation, brand reputation, demand creation, lead nurturing and sales enablement functions of marketing—all inspired by a deep understanding of your customers and their buying journeys.



Intrigued?  
Let's chat.

Richard Hill | rhill@quarry.com  
QUARRY.COM | @QUARRY  
1-877-723-2999

Is what you sell relatively difficult to buy?

Are you ready to **DROP** the marketing status quo?

IF SO, WE'D LIKE TO INTRODUCE OURSELVES...

Does your brand have wildly audacious growth goals?

...WE'RE **QUARRY**  
THE **MODERN MARKETING** FIRM FOR BRANDS WITH **COMPLEX** Buying Journeys.

MARKETING TECHNOLOGIES  
DIGITAL DEVELOPMENT  
PERFORMANCE MEASUREMENT  
CONVERSION OPTIMIZATION  
A/B TESTING

INFLUENCER RELATIONS  
BUYER + CUSTOMER PERSONAS  
BRAND STRATEGY & DEVELOPMENT  
BRAND STORYTELLING  
VISUAL DESIGN  
CONTENT MARKETING

B2B AGENCY OF THE YEAR  
MARKETING PROFS

"QUARRY REPRESENTS a new breed of B2B AGENCY: One that is part **ARTIST**, part **SCIENTIST**, and ALL ABOUT **DRIVING RESULTS**."  
- ANN HANDLEY, MARKETING PROFS

INTRIGUED?  
Let's chat.  
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