



INNOVATING CALIFORNIA  
**AGRI-MARKETING SUMMIT**

# AGENDA

*Bold Moves. Smarter Marketing. Bigger Results.*

**VISALIA CONVENTION CENTER, SEPTEMBER 23, 2025**

**The leading platform for agri-marketing professionals focusing on California agriculture.**

---

*12:30 PM – 1:00 PM | Check-In & Networking*

Step into the room where ag's marketing leaders gather. Connect with peers, partners, and power players before the action begins.

*1:00 PM – 1:15 PM | Why Your Ag Marketing is Failing And How We Fix It*

What's broken in ag marketing and what needs to change? Jason lays down the roadmap for smarter, bolder strategies that move the needle in 2025.

*1:15 PM – 1:45 PM | The New Age of Ag Marketing, Data, Storytelling & Trust*

See how one leading brand is fusing data, digital, and authenticity to connect with growers and consultants. Big-picture inspiration meets practical strategy.

*1:45 PM – 2:30 PM | What the Top 1% of Ag Brands Are Doing Differently?*

A high-level playbook reveal. From loyalty to lead gen to retention, these leaders share what's working and what's next.

*2:30 PM – 2:50 PM | Networking & Fuel Break*

Snacks. Strategy. Social. Make your next partnership happen right here.

*2:50 PM – 3:20 PM | Building a Multi-Channel Funnel That Converts to ROI*

Walkthrough of planning, building, and tracking campaigns across email, print, podcast, and social, featuring real client data.

*3:20 PM – 3:50 PM | Tech & Tools: Digital Content & AI*

What are the top platforms, AI tools, and systems being used right now by marketers who are winning? Quick hits, live demos, and field-tested insights.

*3:50 PM – 4:15 PM | What is a Winning Campaign? Best of NAMA*

Highlights of the top NAMA 2024 campaign submissions and winners.

*4:15 PM – 4:45 PM | Cultivating Wonder:*

*What the Magic Kingdom Taught Me About Marketing California*

Pat Pattison, TV host and former Disney marketing executive discusses how Disney's values can be applied to promote California's destinations and businesses.

*4:45 PM – 5:00 PM | Closing Remarks & Ag Marketing Vanguard Awards*

Celebrate the brands, campaigns, and innovators moving the industry forward.

*5:00 PM | Sponsored by NAMA: Networking & Mixer Party*

Drinks. Connections. Deals. Your next partnership starts here.

*6:00 PM | Adjourn*

