Telling a Great Product Story With the COS - 12:30-1:00 PM

What evil are you saving your customers from? Bad prices? A tedious process? When communicating your value, don't jump straight to the ending without setting the stakes. Identify the peril your audience is up against, introduce the hero (that's you!), then break-down your features into easy-to-consume chapters that win over current and prospective customers alike. This session will show you how to grow your business with an epic product page designed from scratch and built using the COS just in time to save the day.

Jessica Meher, Head of HubSpot.com, HubSpot

Power Launch Formula: The Secret to Creating Successful COS Websites – 1:05-1:50 PM

Launching a website is a unexpectedly huge undertaking that requires meticulous planning, stake holder management, resource management, budget oversight, ever dreaded content and many other variables that if not properly accounted for will cause your project to come crashing down in flames and will ruin your nights and weekends to come.
In this session Savvy Panda Founder, Gabe Wahhab will introduce The Power Launch Formula a step by step guide he has developed over 13 years and hundreds of website launches that will guide you through launching successful COS websites that exceed stake holder expectations. Both beginners and tried and true veterans are encouraged to attend.

Gabe Wahhab, President, Savvy Panda

Building Websites on the COS – 1:55-2:40 PM

If you are a web designer (HTML/CSS/JS) interested in building on the COS, this session is for you. Join other technical designers to learn the best ways to create beautiful sites on the COS. Learn about the resources HubSpot has available for you in addition to tips and tricks from the designers at HubSpot. Learn about some of the recent releases on the COS and how they can make your work easier and more efficient. Also get a sneak peak into some of the features we're working on.

TJ O'Connor, Director of Sales Engineering, HubSpot
Kevin Dowling, Senior Sales Engineer, HubSpot

Break – 2:40-2:55 PM

HubSpot Science Fair: New COS Design Tools – 2:55-3:40 PM

In the last year there have been many releases to the COS including but not limited to templates, custom modules, and migration tools. This session will cover some of these releases including many that have just launched in the days leading up to INBOUND. Come to this session to not only hear about the features but talk to the team who created them.

Jeremy Crane, VP of Product, HubSpot
Chris Battis, Director of Technical Services, HubSpot
Shawn Bristow, Lead Technical Services Engineer, HubSpot

Beyond Whitepapers: Interactive Solution Finders that Convert – 3:45-4:30 PM

As inbound marketers, we all know that attracting quality traffic and converting those prospects into leads is the first part of establishing a business relationship with site visitors. The traditional whitepaper download can be a great way to provide valuable content to leads. But, we've found that interactive solution finders convert better and provide significantly more business intelligence to marketing and sales teams. In this session, we'll explore how to use HubSpot and JavaScript to build complex solution finders, cost calculators and more.

Jeff White, Principal, Kula Partners

Click Here to Register for This Training!