

## Session Descriptions

Keynote	
General Session	<p><b>How To Get People To Do Stuff</b>  <i>Susan Weinschenk, CEO and Chief Behavioral Scientist, The Team W, Inc.</i>                      Learn the latest behavioral science behind human motivation and how to use the research to understand what makes people take action.</p>
A Sessions	
A1 Basics of Social Media	<p><b>Finding the Right Social Media Network For You</b>  <i>Josh Klemons, Digital Storyteller/Strategist, Reverb Communication</i>                      We all know that social media is important for connecting with our fans. But the list of channels is growing constantly. Should you be on Facebook, Twitter, Instagram, Snapchat, Pinterest, YouTube, Houzz... The choices can be overwhelming. Throughout this session, we'll cover some basic demographic facts about these platforms and help you determine which ones are right for you.</p>
A2 Digital Marketing Trends	<p><b>How To Sell To Millennials</b>  <i>Guthrie Weinschenk, J.D.; Chief Operating Officer, The Team W, Inc.</i>                      There are 83 million millennials in the US, and by 2025 millennials will comprise 3/4 of the world's workforce. Each generation has its own mindset, expectations, and characteristics. Learn about consumer expectations of millennials by a millennial through research, and having a lot of fun.</p>
A3 Website Basics	<p><b>Differentiating Through Website Design</b>  <i>Adrienne Machina, Chief Velocity Officer, Tornado Marketing, Inc.</i>                      Stop looking like everyone else! Your organization is unique and your website should show it! Learn how to craft compelling messaging and use strong design principles to build a website that attracts the right people, and establishes credibility.</p>
B Sessions	
B1 Basics of Social Media	<p><b>Navigating the Power of the Facebook Ads Manager</b>  <i>Josh Klemons, Digital Storyteller/Strategist, Reverb Communication</i>                      The Facebook Ads Manager is a powerful tool, with massive capability. Throughout this session, we'll explore building audiences, the difference between "boosted posts" and "dark ads," understanding the different ad options, building compelling ads and more.</p>
B2 Digital Marketing Trends	<p><b>Cultural Trends</b>  <i>Susan Weinschenk, CEO and Chief Behavioral Scientist, The Team W, Inc.</i>                      In this session, we'll discuss current and future cultural trends that could provide new opportunities and challenges for your market. How can you prepare and take advantage of upcoming cultural trends?</p>

<b>B3</b> <b>Website Basics</b>	<b>New Age Advertising</b> <i>Taylor Jacobson, Marketing Strategist, Stellar Blue Technologies</i> In a world where digital rules, brands have taken to digital advertising to help attract a more qualified and targeted audience. Through tactics such as remarketing and geofencing, you have the ability to reach online users who have already visited certain pages of your website. By putting a personalized message in front of these people, you can significantly increase your website conversions, whether you're after leads or direct sales!
<b>C Sessions</b>	
<b>C1</b> <b>Basics of Social Media</b>	<b>Understanding the Story and Meaning Behind Numbers-Social Media Analytics</b> <i>Brad Cebulski, Owner/President, Bconnected, LLC</i> When looking at social media growth and effectiveness, numbers and analytics can be daunting. Fear not, numbers tell stories! This session will break down the various jargon and will explain the stories that you can look for within the numbers and analytics that social media outlets provide.
<b>C2</b> <b>Digital Marketing Trends</b>	<b>Video for Business Professionals</b> <i>Adrienne Machina, Chief Velocity Officer, Tornado Marketing, Inc.</i> Video is a great way to grow your business. And fortunately, video creation doesn't have to be expensive or complicated. You can use tools you already own like PowerPoint and your smartphone. We'll even help you think of stories you can tell, and show you tips on posting your videos in the right places for maximum exposure.
<b>C3</b> <b>Website Basics</b>	<b>SEO</b> <i>Nicole Hurd, Lead Analytic Strategist, Stellar Blue Technologies</i> Search Engine Optimization (SEO) is the foundation to showing up in search engine results. Learn the best tips to maximize your SEO efforts for your website and how to stand out among the rest. We will cover keywords, content creation, metadata and business listings to increase your overall SEO ranking.
<b>D Sessions</b>	
<b>D1</b> <b>Basics of Social Media</b>	<b>Bad News, Bad Reviews and Bullies</b> <i>Adrienne Machina, Chief Velocity Officer, Tornado Marketing, Inc.</i> If you're new to online marketing, you may feel like you're losing control of your brand. In this session, we'll discuss the best way to handle bad news, bad reviews and online bullies. We'll discuss ways you can minimize legal exposure and the financial risk of developing a bad reputation.
<b>D2</b> <b>Digital Marketing Trends</b>	<b>Building Two-way Digital Marketing Communication- Social Media Relationships</b> <i>Brad Cebulski; Owner/President, Bconnected, LLC</i> Social media has officially flipped the communication and marketing world on its head. For the first time ever, people care more about two-way communications and authentic messages than they do about the advertisements they see. This changes the efforts that go into it. We will be discussing how this impacts your workflow and how to adapt to the new world of digital marketing with social intentions.
<b>D3</b> <b>Website Basics</b>	<b>CyberSecurity and Your Business</b> <i>Presented by Wildcard Corp</i> Cybersecurity is important to businesses of all sizes. Learn how to protect your systems and data from hackers and vulnerabilities with security assessments and tools presented in this session.