

Agenda for SMAZ - Social Media for Business - January 2010

	Downstairs Area	101 Distribution	Bookmans	Mill Avenue	New Times	Brookfield	Desi-Reel		
8:00	Registration	Available all day - Stop in to take a break, eat, or just chat. This space is yours to enjoy.		Available all day - Stop in to take a break, eat, or just chat. This space is yours to enjoy.					
8:15									
8:30								Evo Terra: Social Media 101	
8:45									
9:00									Fred von Graf: Intro
9:15									(Keynote) Greg Chapman: Measuring Social Media's Influence Across Multiple Channels
9:30									
9:45									
10:00									Fred von Graf: Agenda
10:15									Ed Brice: Top 10 Social Media Trends for 2010
10:30						Mike Corak & Chris Sietsema: Uncovering the Right Social Media Resources		Park Howell: "The Cold Shoulder of Social Media"	
10:45				Panel: "I don't get it...but I want to!", Q&A: for professionals					
11:00									
11:15									
11:30	Lunch								
11:45	Lunch								
12:00	Lunch								
12:15		Available all day - Stop in to take a break, eat, or just chat. This space is yours to enjoy.	Laurie Buczek: Social Computing: The Transformation of Collaboration	Available all day - Stop in to take a break, eat, or just chat. This space is yours to enjoy.	Panel: Social Media for Small Business	Arnie Kuenn: "How to use Social Media to Improve Your Search Engine Rankings"			
12:30									
12:45									
1:00									
1:15									
1:30									
1:45					Scott McAndrew: Picking Your Social Presence		GoDaddy Panel: Corporate expectations and your "social project" - GoDaddy, IBM, Intel, Henkel	Kevin Gawthrop: Building Brand Evangelists with Social Media	Jason Baer: 11 Must-Dos for the Serious Blogger
2:00									
2:15									
2:30									
2:45								Jeff Moriarty - Using Improv to Build A Genuine Online Presence	
3:00									
3:15			Evo Terra: Measuring ROI for Social Media		Lumension Panel: Metrics: Demystifying ROI & Social Media Measurement				
3:30									
3:45									
4:00							Fred von Graf: Closing		
4:15									

Remember to use #SMAZ on Twitter and tag your photos and videos with SMAZ or SocialMediaAZ.org