

Agenda for SMAZ 5 - Social Media AZ

Friday, Nov. 18th 2011

**SOCIAL
MEDIA AZ**

SocialMediaAZ.org

8:00 1:00		Registration (<u>LOBBY</u>)	
		Desi-Reel Theater	
9:00 10:00	KEYNOTE	9:00 - 10:00 How Businesses Do Social: Interacting with Subscribers, Fans and Followers Kevin Bobowski - ExactTarget	
		Brookfield Theater	Mill Avenue Theater
10:00 11:00		10:00 - 11:00 Drive Traffic, Leads and Business with Video Marketing and Optimization Arnie Kuenn - Vertical Measures	10:00 - 11:00 Something Seriously Amazing Scott McAndrew - Terralever
11:00 12:00		11:00 - 11:30 Getting from A to Z with Your Social Media Kathy Sacks - Infusionsoft	11:00 - 12:00 Listening Globally to Dominate Locally Matt O'Brien & Steve Heideman - Mint Social
		11:30 - 12:00 Maximize Social Media Bang in your Public Speaking Pam Slim - PamelaSlim.com	
12:00 1:00		LUNCH Break (<u>OPEN AREA</u>)	
		Brookfield Theater	Mill Avenue Theater
1:00 2:00		1:00 - 1:30 How I survived my #socialmediafailures Gelie Akhenbit - NetworkingPhoenix.com	1:00 - 1:30 The Integration of SEO, Social & Local Sheila Kloefkorn - KEO Marketing
		1:30 - 2:00 Social Remarketing à Heavy Meta Mike Roberts - SpyFu	1:30 - 2:00 Social Media & Privacy Aaron Kelly - Kelly Law Firm
2:00 2:30		2:00 - 2:30 Introduction to Digital Book Publishing Evo Terra & Jeff Moriarty - Epublish Unum	2:00 - 2:30 OOPS! Tweeting Beyond Legal and Ethical Boundaries—and other Social Media Blunders. Raees Mohamed - Wong, Fujii, Carter, P.C.
		New Times PANEL ROOM	Mill Avenue Theater
2:30 3:30		2:30 - 3:30 Using Google+ for Business Shane Barnhill Leigh Dow Krystofer Van Slyke Heather Lynne Herr (Moderator)	2:30 - 3:00 Facebook Promotion Myth-Busters Bart Steiner & Matt Simpson - Bulbstorm
3:30 4:00		Time to Network and Get Your Social On with DinersPassport.com and Buzzcation.com ! Get the app directly by visiting App.DinersPassport.com on your smartphone.	

Networking . Breaks . Extension of Open Space
(101 DISTRIBUTION ROOM)