

Breakout Sessions



Session #	Choose 1 workshop from each session					
	Rotunda	Garden Room	Urupan	Kaizuka	Iksan / Yanji	Auditorium
1 10 AM	 Facebook	 SEO	 Constant Contact Email Marketing	 Twitter	 WordPress	 LinkedIn
2 11 AM	 Campaigns	 Twitter	 How to Measure Online Results	 Branding	 Video Marketing	 Constant Contact EventSpot
3 1 PM	 Facebook	 SEO	 Video Marketing	 Branding	 WordPress	 Constant Contact Email Marketing

Breakout Session Details:

Facebook

In this session we will discuss best practices for using Facebook for business, strategies and ideas, the importance of building your audience, content and posting ideas to create engagement.

(Rotunda at 10 AM and 1 PM)

SEO

Tips, Techniques & Tools for Small Business Owners. Are prospective customers finding you on the web? Search engine optimization is a critical element of your online marketing strategy. When your potential customers are utilizing major search engines like Google, Yahoo or Bing, ensure they will find you and be able to link to your website or blog.

(Garden Room at 10 AM and 1 PM)

LinkedIn

Executives from all of the Fortune 500 companies are on it, and many even use LinkedIn for recruiting and hiring. But it's not just for the big guys! LinkedIn is a valuable resource for small businesses because you can grow relationships and drive new business. We'll show you how to put LinkedIn to work for you.

(Auditorium at 10 AM)

WordPress

In this informative session, learn the following: Top 10 Reasons Why It's Great for Small Businesses and Key Website Trends for 2013 (includes mobile/smartphone/tablet usage and the importance of responsive website design).

(Iksan/Yanji at 10 AM and 1 PM)

Create a Social Media Friendly Emails (Using Constant Contact)

Learn best practices in Email Marketing while we show you how to create a Social Media-friendly email –live! Leave this class ready to create professional-looking email communications that will get real results!

(Urupan 10 AM and Auditorium 1 PM)

Campaigns

Engaging your audience (customers, influencers, fans, subscribers etc.) through a well-planned campaign, using Email Marketing and Social Media, can help your business or non-profit grow. We will discuss ideas for online marketing campaigns and tactics for measuring success without spending a lot of time or money.

(Rotunda at 11 AM)

Twitter

With over 500 million users, Twitter is a place where people share what's on their mind—and it can be great for your business, too. Learn how to use twitter to drive traffic to your online presence, build a loyal fan base, increase SEO, provide an excellent customer experience, engage with your customers and find your next great customer!

(Kaizuka 10 AM and Garden Room at 11 AM)

Branding

Improving your personal and company brand are critical for driving small business success. Branding builds trust, makes you memorable, and credible. Join us to be sure you are branding yourself in the best ways possible.

(Kaizuka at 11 AM and 1 PM)

How to Measure Online Results

Are you spending your online marketing resources wisely? Learn how to measure your Online ROI (Return on Investment) including Social Media, your Website stats and other online presence including the use of FREE tools that will give you and your service provider's metrics for accomplishing your marketing goals.

(Urupan at 11 AM)

Video Marketing

People aren't just watching the latest viral videos; they're also watching clips from their favorite businesses and organizations. If you haven't started experimenting with online video, now might be the time. The good news is you don't need a fancy production crew or a big budget to do it. You just need a good story and a smartphone or digital camera.

(Iksan/Yanji at 11 AM and Urupan at 1 PM)

Simple Solutions for Event Marketing (Using EventSpot)

Are you having an event? Make it easy on you and your invitees! No matter how big or small your event, learn best practices in Event Marketing while we show you how to create an event home web page and online registration. See how easy it is to set up, customize and manage your event online no matter if two people are attending your event or millions!

(Auditorium at 11 AM)