

GO DIGITAL YUMA

Interactive & Technology Event

Which sessions and workshops will you attend?

Welcome Session: Update on What's New in Digital Business

A lot has changed in the last year when it comes to doing business in a digital world. Find out what you need to be paying attention to these days, and how it affects how you do business.

Learn Track – Knowledge Sessions to make you digitally smarter!

Maximizing your ROI.

How do you know your efforts are working?

In this session you will learn how to get the most out of your online marketing. What should you be watching for? How can you know if you are reaching the right target audience for your business? You will come away with 5 top action items that you can implement immediately.

Get Found Now!

Smart Ways to improve how customers find you online.



The world of search engine optimization (SEO) keeps changing. Now you need to pay attention to not only how your website is found online, but also how you are found via social platforms. You will take away new information that will make your online presence known.

Keeping Your Data Safe:

Ramping up your privacy settings and security measures.

Yikes! Is nothing safe anymore? Not only do you need to worry about personal identify theft, but now you have to worry about your site being hacked, keeping your personal and business activities separate and also about making sure your internal data is backed up and your programs are updated regularly. Learn about options to make this easier.

Digital Images and Graphics Like a Pro

How to create images that attract attention.

It's certainly a visual world and it's true... a picture really IS worth a thousand words. From selfies to professionally staged photography, an interesting photo or graphic image can get your message across. In this session you'll learn how to take photos that look like you hired a professional and also how easy it can be to make a graphic image that pops!

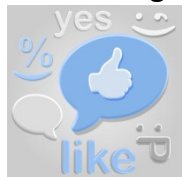
Pick the Right Social Media Tools

What makes sense for your business.

From Facebook to Pinterest to Yelp and the list goes on and on. Oh My! Attend this fun session to hear about new tools and the (now) oldie but goodie platforms that will help your business grow.

Craft Digital Content Like a Pro

Time saving tips and tricks for winning online writing



You have lots to say but how do you make it compelling for your audience? And how do you make them thirsty for more? In this session we'll take a look at interesting (and not so interesting) content and learn how your voice can be heard. You will learn how to do it yourself and what to look for in a resource if you prefer to outsource.

Capture Customer Email

Convert your contact database into a marketing gold mine



When you have a database of contacts who already have a relationship with you and love to hear from you, you have the ingredients for success! Then add demographics and purchasing habits and you've got magic! In this session, you will learn how you can utilize those lists along with easy to use software to increase your business.

Putting Your Best Foot Forward

Savvy ways to manage your online reputation

Do you take a bad review personally? Ratings and Review do matter and can make potential customers run as fast as they can right to your competition! How do you get more good reviews? What should you do when



you get a bad review? In this session you will come away with 10 ways to make your reputation shine!

Putting It All Together

Ways to Integrate social media and your website

What are the most effective ways of integrating social media into your website and how can you get started? From adding Facebook comments to social media share buttons, you will come away with what you need to know and direct your website and social managers to make it happen!

Lunch Session: Pick the brains of a Panel of Experts



What do they know that you don't?

Here's your chance to ask questions of a panel of local and statewide experts and learn from each other. They'll give you their take on issues that affect your local business. They'll even field questions like What's up with smart watches? Do I need a smart TV? What are Google Glasses? Should I be using Windows 8 or stick with 7? The more questions the merrier!

Strategy Track – Audience Specific Solutions just for you!

Audience Reach using Social, Digital and Traditional Medias

A rapid-fire format strategy session featuring 10 case studies delivered by those in the know.

So how do you reach various audience segments using social, digital and traditional medias?

No sales pitches, just good strategy building information in this day of rapid change.

We'll show you how to reach

- middle & high school kids
- those '20 somethings' as they migrate to having families
- Gen X, Millenials and Baby boomers
- and even those '70 somethings'

We'll show you how to reach incoming & active military personnel, Mexican workers, Mexico visitors, Winter visitors from US & Canada and even those duners and boaters from Phoenix and San Diego.

Do Track – Hands-On Workshops with lots of action!

Websites Bootcamp:

What do we think about your website?

We promise it really won't be THAT painful! Get honest advice from our panel of experts as we review desktop and mobile websites from session attendees. Just let us know when you sign up that you are OK with your website being one of the sites under review and we'll take it from there. We'll even recap the review for you so you can take action after the session.

Video Bootcamp:

Think it's hard for small businesses to use video? Think again!



YouTube is the number two most used search engine. Wven your kids know how to make a video, so it can't be that hard! In this session, using one of the businesses who is attending the session, we'll go through the steps to make a small business video... and then put it online! Let us know when you sign up if you are interested in being the business used in the demo.

Directories Bootcamp:

Get Listed & Be Found

There are SO many directories now - who has time to claim and maintain them all? We'll go over how to choose which directories to pay attention to and also what information is important in each one. We'll select a business to use for a demonstration and go through the claiming and upgrade process.