

Workshop Descriptions and Speakers

SESSION 1 – 9:10 9:50 am

Facebook for Business – (Merri Jill Finstrom and Dave Finstrom – HUTdogs)

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.

5 Reasons your business needs a Mobile App - (John Walker – Talent Evolution)

Your customers are mobile, is your business? Learn how mobile Apps can help promote and grow your business. In this popular and timely session.

How to be a Twitter Rock Star - (Mark Mikelat – Building Aspirations)

Imagine that you have Rock Star status. You have fans and these fans love you. They line-up to buy your concert tickets and they sing your praises to their friends. They promote you and they do it again and again. This can happen on Twitter. *You can be a Twitter Rock Star, Come and learn how!*

SESSION 2 – 10:00am – 10:40pm

Do it Yourself Video Marketing - (Roni Ramos – Harmony3 Productions)

Lights, Camera, Action! Haven't you always wanted to direct? Learn easy actionable tips to create online videos for your business. We show you how to polish the look of the videos you create on your smartphone! Start with just your phone and see some awesome gadgets and apps that can really show you in your best light! Learn how to use your D.I.Y. video in your e-mail and online marketing.

Search Engine Optimization - SEO (John Walker – Talent Evolution)

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. Learn how to get your site found.

Create Email Marketing that Rocks! - (Victoria Byrne – Creative Marketing Services)

Email Marketing is not dead! Learn best practices in Email Marketing while we show you how to create a Social Media-friendly email newsletter. Leave this session ready to create professional-looking email communications that will get real results!

Breakout Sessions



Session #	Choose 1 workshop from each session		
	Auditorium	Room 2	Room 3
1 9:10 AM	 Facebook For Business	 5 Reasons Your Business needs a Mobile App	 How to be a Twitter Rock Star
2 10:00 AM	 Do It Yourself Video Marketing	 Search Engine Optimization (SEO)	 Create Email Marketing that Rocks!
3 10:50 AM	 Social Media Marketing Campaigns	 Grow Your Email List	 Introduction to WordPress

Please note presentation titles, rooms and presenters are subject to change

[SESSION 3 – 10:50am – 11:30pm](#)

Social Media Marketing Campaigns - (Merri Jill Finstrom and Dave Finstrom – HUTdogs)

Engaging your 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 low cost ideas for online marketing campaigns and tactics for measuring success.

Grow Your Email List - (Manuel Martinez – Success Funding Group)

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships in all types of business and organizations. Building a strong organic email marketing list is key to turning subscribers into buyers. This session will teach you how to master email marketing communications and look at list building best practices and winning strategies that lead to increased profits, revenue and engagement.

Introduction to WordPress (Victoria Byrne – Creative Marketing Services)

In this informative session, learn the following: Top 10 Reasons Why it's Great for Small Businesses and Key Website Trends for 2014 (including mobile/smartphone/tablet usage) and the importance of responsive website design.