

Social Media Strategies Conference

Building and optimizing your community at any skill level

July 29, 2018 at the Learning Center, New York, NY

YOUR LOGO
HERE

Track 1	Building from the Ground Up
Track 2	Taking your Social to the Next Level
Track 3	Advanced Tracking & Techniques

Agenda

8:30 a.m. to 9:00 a.m.	Registration / Check-In		
9:00 a.m. to 10:00 a.m.	Welcome Breakfast & Keynote Platinum Sponsor: Fluid Social Networking Meet Joe Walsh from Fluid Social. After his business was flat-lined for years, Joe entered the world of social media. It was life changing, and he now does business in all 50 states and in 7 countries, and growing. Joe's story is an inspiration and will be a great intro to our conference!		
10:00 a.m. to 10:15 a.m.	Break		
10:15 a.m. to 11:30 a.m.	Track 1: Jumping in to Social Media So you've decided to jump in and get your business on social media. Where do you start? Amy Mann from Social Biz 101 will present.	Track 2: Optimizing What You Have Maybe you've had some social accounts for years or just a few weeks. Leslie Smith outlines what to do next.	Track 3: Advanced Set Up Techniques Take your social to the next level by ensuring you have advanced features set up. Michael Mehan covers this topic in depth.



11:30 a.m. to 12:00 p.m.	Breakout Sessions		
	Track 1 Break out in small groups and discuss entry-level topics led by our team.	Track 2 Break out in small groups and discuss intermediate-level topics led by our team.	Track 3 Break out in small groups and discuss advanced topics led by our team.
12:00 p.m. to 1:00 p.m.	Lunch Lunch Keynote: Altrec Airlines Avery Lee of Altrec Airlines talks about the use of social media in public relations. When the airline had a mishap with a flight attendant that went public, things were not looking good. But an ingenious social media campaign helped revive their reputation.		
1:00 p.m. to 1:45 p.m.	Panel Discussion: Security and Misconceptions Moderator: Jim Benton, Zephyr Social Jeanie Broadhead, CEO of SecureWorks Chris Schmidt, CMO at Uber Wesley Wilson, Director of Social at Pampers Lynn Atkinson, Owner of Public View		
1:45 p.m. to 2:00 p.m.	Break		
2:00 p.m. to 2:45 p.m.	Track 1: Choosing the Right Platform So you've decided to jump in and get your business on social media. Where do you start? Amy Mann from Social Biz 101 will present.	Track 2: The Right Message by Platform Maybe you've had some social accounts for years or just a few weeks. Leslie Smith outlines what to do next.	Track 3: Measuring Reach by Platform Take your social to the next level by ensuring you have advanced features set up. Michael Mehan covers this topic in depth.
2:45 p.m. to 3:00 p.m.	Break		



<p>3:00 p.m. to 4:00 p.m.</p>	<p>Track 1: Managing Social Day to Day</p> <p>So you've decided to jump in and get your business on social media. Where do you start? Amy Mann from Social Biz 101 will present.</p>	<p>Track 2: Is SnapChat Right for You?</p> <p>Maybe you've had some social accounts for years or just a few weeks. Leslie Smith outlines what to do next.</p>	<p>Track 3: Up and Coming Platforms</p> <p>Take your social to the next level by ensuring you have advanced features set up. Michael Mehan covers this topic in depth.</p>
<p>4:00 to 4:15 p.m.</p>	<p>Closing Remarks</p>		
<p>4:15 p.m. to 5:00 p.m.</p>	<p>Happy Hour</p>		

