

Conference Schedule

Wednesday, September 10, 2008

1-1:45 p.m. Plenary Session

Opening Keynote, *So What Are the New Rules for Marketing?*

James Sun, CEO & Founder, Zoodango and contestant on *The Apprentice*

So what *are* the new rules for marketing? Hear from a trail blazer, a thought leader and the quintessential entrepreneur. How does online word-of-mouth marketing differ from offline? It isn't about controlling your image; it is about participating in the conversation about it. Is there an ROI for social media efforts and how does a company get to that tipping point? Hear about some new trends and developments just over the horizon.

2-2:45 p.m. Plenary Session

Social Media by the Numbers; What the Research is Telling Us

Mike Rich, Director Marketing Solutions, comScore

Over 188 million people in the U.S. go online each month, but how many of them are engaged in social media? comScore, an industry leader in online research, will provide an overview of the current social media landscape, including demographics, frequency of site visits, and time spent at websites. You'll learn what terms will lead clients to social media sites, how this impacts local business, and why Washington is unique in the social media scene. Get the facts and the stats at this valuable seminar.

3-3:45 p.m. (Breakout sessions)

Public Relations 2.0 – Who Are Your New Spokespeople?

Shari Storm, VP & CMO, Verity Credit Union, #BC08F11

How do you decide who in your organization should speak on behalf of your organization on-line? What kind of guidance should you give them? Perhaps most importantly, how do you monitor and modify what has been written? Hear advice from someone who has already blazed this trail.

Social Sector and the Social Media: Friend or Foe?

Tina Janni, Faculty, Business and Management Training Center at Bates Technical College, #BC08F12

Non-profit organizations can benefit just as much as businesses when it comes to the social media sphere. Hear how social media can help non-profits build sustainability, enhance relationships with advocates, and attract new support. Learn tips and techniques on how to use social media to engage the public in an authentic and meaningful dialogue that differentiates your organization.

Bullet Proof Your Organization for Social Media,

Shari Burk, big smartie, and Matt Barnhardt, big mucky-muck, Pivotlab,
#BC08F13

Social media can dramatically dilute your company's image and create confusion for your audience. The best way to protect yourself is to create a strong and authentic brand foundation that reflects your company's core values. Is yours strong enough? Learn how to evaluate if your company is ready for social marketing and determine if your brand is strong enough to withstand a Web 2.0 world.

Q & A with James Sun, CEO & Founder, Zoodango, #BC08F14

Have some burning questions for James? Want to learn more about zoodango.com? Interested in becoming a Web entrepreneur? Or do you just want to know if Donald Trump is really that tough? Join James Sun in an informal Q & A based on his keynote address.

Time to Build A Blog, (Beginner level)

Greg Marshall, Director Community Education, Whatcom Community College,
BC08F15

There's no magic to it, or even money needed to build a blog...all of the components are on the Web and free. All you have to do is provide the content. Learn an easy process to build a blog, including naming it, adding articles, pictures and links, and building in widgets, information that can change daily automatically! Get ready to go live with your blog with this hands-on class!

Business Models that Guarantee Profitability in E-Publishing

Bob Pritchett, President/CEO Logos Bible Software, # BC08F16

Electronic publishing may mean no more ink under the fingernails, but some things never change: publishing is still highly speculative. This session will examine how a modern e-publisher reinvented this model for the Web to ensure that every project is profitable. It will also explore an additional real-world model in which users transparently establish the price/demand curve.

Viral Marketing: Think Podcasting is Just for the iPod Owner?

Paul T. Pashibin, Sr. Systems Engineer, Digital Media Virtual Team, Apple Computer,
BC08F17

Think again. This session will show how to use podcasting, vodcasting, crosscasting and other new communications technologies to get your message out and create a buzz around your product. Descriptions and examples of successful social networking / viral marketing campaigns will be dissected, as well as actual demonstrations of the technologies used to develop and deploy viral marketing solutions.

4-4:45 p.m. Plenary Session

Business Reasons to Blog: One Company's Experience

Shari Storm, VP & CMO, Verity Credit Union

Hear lessons learned from the first corporate blogger in the financial industry. Verity Credit Union has been using a corporate blog to communicate with their stakeholders since 2004. Learn what successes they have achieved through this means of communications and what pitfalls they have encountered. Shari Storm will provide five pieces of solid advice for anyone considering a launch of a corporate blog.

5-5:45 p.m. Breakout Sessions

Bullet Proof Your Organization for Social Media (Repeat of first session)

Shari Burk, big smartie, and Matt Barnhardt, big mucky-muck, Pivotlab,
BC08F21

Social media can dramatically dilute your company's image and create confusion for your audience. The best way to protect yourself is to create a strong and authentic brand foundation that reflects your company's core values. Is yours strong enough? Learn how to evaluate if your company is ready for social marketing and determine if your brand is strong enough to withstand a Web 2.0 world.

Time To Build A Blog, (Beginner level) (Repeat)

Greg Marshall, Director Community Education, Whatcom Community College,
BC08F22

There's no magic to it, or even money needed to build a blog...all of the components are on the web and free. All you have to do is provide the content. Learn an easy process to build a blog, including naming it, adding articles, pictures and links, and building in widgets, information that can change daily automatically! Get ready to go live with your blog with this hands-on class!

Using Google AdWords to Boost Your Online Marketing

Mark Lee, Partner /Creative & Marketing Director and Doug DeVries, Partner/Production Manager, Big Fresh Media, # BC08F23

Google is not only the most popular internet search engine, but a powerful marketing tool for your business. Hear how to create your own online ads to direct people to your website and choose keywords to attract the right audience. Learn how to set up, manage, and effectively use AdWords.

Public Relations 2.0 – Who Are Your New Spokespeople? (Repeat of first session)

Shari Storm, VP & CMO, Verity Credit Union, # BC08F24

How do you decide who in your organization should speak on behalf of your organization on-line? What kind of guidance should you give them? Perhaps most importantly, how do you monitor and modify what has been written? Hear advice from someone who has already blazed this trail.

Viral Marketing: Think Podcasting is Just for the iPod Owner? (Repeat of first session)

Paul T. Pashibin, Sr. Systems Engineer, Digital Media Virtual Team, Apple Computer,
BC08F25

Think again. This session will show how to use podcasting, vodcasting, crosscasting and other new communications technologies to get your message out and create a buzz around your product. Descriptions and examples of successful social networking / viral marketing campaigns will be dissected, as well as actual demonstrations of the technologies used to develop and deploy viral marketing solutions.

New to Social Media Marketing? Want Strategies to Begin? (Beginner level)

Kevin Hault, MBA, Certified Business Advisor, Western Washington University's College of Business and Economics' Small Business Development Center, # BC08F26

What do you want to accomplish with social media marketing? Learn a step-by-step process on how to align your organization's strategic goals with social media activities. This hands-on interactive program will guide you to the best use of resources and efforts. Set realistic initial goals. Walk out with an action plan that can help launch you online.

Social Sector and the Social Media: Friend or Foe? (Repeat of first session)

Tina Janni, Faculty, Business and Management Training Center at Bates Technical College, #BC08F27

Non-profit organizations can benefit just as much as businesses when it comes to the social media sphere. Hear how social media can help non-profits build sustainability, enhance relationships with advocates, and attract new support. Learn tips and techniques on how to use social media to engage the public in an authentic and meaningful dialogue that differentiates your organization.

6-8:30 p.m. - Social Time and Keynote Dinner (Optional and Additional Charge)

Dinner Keynote

The Day The Music Died

Matthew Dunn, Ph.D, CEO Socratech

What does the decline of the record business say about the impact of social media?

Record sales peaked in 2000, but by declined 30% by 2008. Yet more people have more recordings than ever, with over 150 million iPods sold, and countless personal computers stuffed with music tracks.

Recording industry bodies blame - and sue - fans who “share” with peers and strangers for the decline. Is it that simple?

At the same time, music publishing (payments to composers) are up - climbing over 5% a year. And live performances are booming, with concert ticket revenue at all-time highs and “unsigned” bands packing stadiums without conventional advertising. Perhaps no industry save journalism has been so directly restructured by the social structuring of networks.

The history-rich gallery of the American Museum of Radio & Electricity gives the perfect setting for this incisive look at the remaking of an industry. Gain insights into how social networks might redefine your industry and your business by looking at how the music you know & love has been affected.

Thursday, September 11th

8-8:45 a.m. Plenary Session

What is the ROI—the Risk of Ignoring—When It Comes to Social Media

Paula Drum, VP Marketing of Digital Tax Solutions, H & R Block

H&R Block has had great success with their social media initiatives, and Kansas City-based Paula Drum will share the secrets to this success as she explains how social media can benefit any company of any size. She will discuss how ROI can also stand for “risk of ignoring” and how ignoring this new form of marketing can actually hurt the bottom line of your company. She will also give advice on how to get buy-in on social media programs from the decision makers at your organization.

9-9:45 a.m. Plenary Session

Getting it Right: Marketing to the Social Web

Ryan Turner, Associate Director of User Experience & Social Media Lead, ZAAZ

This intensive seminar will explain what to look for on the horizon as you scan the landscape of web social media, including what types of social media sites are on the web and what functions differentiate them from each other. Learn to develop a marketing plan that includes the most effective social media sites for your product or service. By “getting it right” with your social media choices, you will save time and money in marketing your product.

10-10:45 a.m. Breakout Sessions

Measuring Success: Goals, KPI's and Analytics for Social Media,

Ryan Turner, Associate Director of User Experience & Social Media Lead, ZAAZ, # BC08F31

So how do you measure your social media marketing? Learn to understand the differences in approach in measuring social media as compared to web sites, how to measure engagement and show the ROI for social media efforts, develop a measurement strategy, identify KPI's (key performance indicators), and tie social media analytics to web channel and business goals.

Q&A with Paula Drum, VP Marketing of Digital Tax Solutions, H & R Block,
BC08F32

Did you enjoy hearing the social media success story of H&R Block, but have questions about how to get started at your business or social media organization? Paula will share the nuts and bolts of the process in more detail as well as answer any questions you may have in this informal setting.

Use Video to Increase Sales, Build Your Brand, and Engage Your Customers

Eric Grimstead, Business Advisor, Western Washington University's College of Business and Economics' Small Business Development Center,
BC08F33

You may have watched a funny video online but did you know that it can also be a powerful marketing tool? Learn how to strategically incorporate this medium into your marketing plan. Hear ways to create valuable and relevant content, and how to track and control that content once it hits cyberspace. Make your Web presence come alive and increase the bottom line with the power of video!

Building Online Communities. Creating and Nurturing Relationships that Matter to Your Business

Charlotte Jones, Product Manager for MSN Groups and Windows Live Events, # BC08F34

Static websites are no longer enough to build relationships with customers using the internet. Web 2.0 and the growth of social networking have created exciting tools for businesses to find and communicate with customers on the internet. Businesses that aren't aware of these tools could be passing up opportunities to create a competitive edge and risk looking staid to an increasingly savvy and "social" internet population. Learn how to create the relationships that matter most to your business.

Bullet Proof Your Organization for Social Media (Repeat of first session)

Shari Burk, big smartie, and Matt Barnhardt, big mucky-muck, Pivotlab,
BC08F35

Social media can dramatically dilute your company's image and create confusion for your audience. The best way to protect yourself is to create a strong and authentic brand foundation that reflects your company's core values. Is yours strong enough? Learn how to evaluate if your company is ready for social marketing and determine if your brand is strong enough to withstand a Web 2.0 world.

Time to Build a Blog (Beginner level) (Repeat of first session)

Greg Marshall, Director of Community Education, Whatcom Community College, # BC08F36

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Using Google AdWords to Boost Your Online Marketing (Repeat of first session)

Mark Lee, Partner/Creative & Marketing Director and Doug DeVries, Partner/Production Manager, Big Fresh Media, # BC08F37

Google is not only the most popular internet search engine, but a powerful marketing tool for your business. Hear how to create your own online ads to direct people to your Website and choose keywords to attract the right audience. Learn how to set up, manage, and effectively use AdWords.

11-11-45 a.m. Plenary Session

Washington Rock Stars in the Hot Seat!

Bob Pritchett, President/CEO Logos Bible Software and Brett Allsop, Chairman Co-Founder of Yapta and President of Allsop, Inc., with moderator, Matthew Dunn, Ph.D, Founder, Socratech

The conference finale reality show!! Watch two leading executives from three global companies get hit live with hard questions about how social media has changed their businesses, resources, policies, and plans. This session incorporates the information discussed in the conference and much more.