

9:45 AM	Welcome - Lissa Duty and Bernadette Coleman
10:00 AM	Keynote - Greg Sterling <i>The Mad Mad Mad Mad Future of Local Search</i>
11:00 AM	Local Search SMB Panel <i>Saffie Farris, Ben Killmer, Joe Youngblood</i>
11:50 AM	On-site Lunch
12:50 PM	Special Presentation - Bill Leake
1:40 PM	Special Announcement
1:50 PM	Networking Break
2:10 PM	Local Search Brand Panel <i>Greg Gifford, Rachel Morgan, Karen Platt</i>
3:00 PM	Keynote - Andrew Shotland <i>The 2016 Local SEO Ranking Factors: Reverse Engineering Google's Algorithm</i>
4:00 PM	Closing Remarks

Tweet Our Speakers

Lance Bachmann @1SECom
 Taylor Bare @TaylorBare
 Litany Bergeron @LitanyBergeron
 Ruth Burr Reedy @RuthBurr
 Bernadette Coleman @BernieColeman
 David Daniels @VerticalNerve
 Lissa Duty @LissaDuty
 Eric Enge @stonetemple
 Patty Farmer @PattyFarmer
 Saffie Farris @SaffieFarris
 Elayna Fernandez @thePositiveMOM_
 Caz Gaddis @CazGaddis
 Greg Gifford @greggifford
 Bill Hartzler @bhartzler
 Judy Hoberman @SellingInASkirt
 Byron Ingraham @ByronIngraham

Beth Kahlich @BethKahlich
 Ben Killmer @Google
 Amy Kinnaird @AmyKinnaird
 Randy Krum @rtkrum
 Bill Leake @Marketing_Bill
 Gary Leland @garyleland
 Neil Lemons @Neil_Lemons
 Justin Liles @GetPlacedLocal
 Eve Mayer @linkedinqueen
 Rachel Morgan @RachelKMorgan
 Robin Moss @RobinatRibit
 Heather Nichols @theBizFizz
 John J. Nosal @JNosal
 Karen Platt @ReachLocal
 Roxanne Roark @RoxanneRoark
 Barry Schwartz @RustyBrick

Andrew Shotland @LocalSEOGuide
 Laurie Shook @LaurieShook
 Erin Smith @TheStartersClub
 Tanya Smith @TweetTanyaSmith
 John Sparks @IAmJohnSparks
 Heather Steele @BlueSteeleTX
 Greg Sterling @GSterling
 Mike Stewart @RealMikeStewart
 Brian Sullivan @BrianKSullivan
 Mitch Todd @MediaMitch
 Mark Traphagen @MarkTraphagen
 DeAndre Upshaw @deandresays
 Jeff Whitfield @JeffWhitfield
 A.J. Wood @aj_wood
 Joe Youngblood @YoungbloodJoe