

9:45 AM	Welcome - Lissa Duty				
10:00 AM	Keynote - Barry Schwartz <i>What You Need To Know About SEO</i>				
11:00 AM	Rock Talks Lance Bachmann, Patty Farmer, Elayna Fernandez, Eve Mayer, Mark Traphagen				
12:20 PM	On-site Lunch				
Break-Out Sessions					
Rooms	Acacia	Sophora	Buckthorn	Sycamore	Juniper
Emcees	Laurie Shook	Joe Youngblood	A.J. Wood	Heather Nichols	Mitch Todd
1:10 PM	John Sparks <i>How to Make Money & GROW Big on TWITTER!</i>	Ruth Burr Reedy <i>SEO for the Customer Journey</i>	Mark Traphagen <i>Mobile Rocks! Why Mobile is The Game & How to Play</i>	Judy Hoberman <i>Marketing Gets You Known, Sale\$ Gets You Paid</i>	Randy Krum <i>Cool Infographics: Examples, Tips & Tools</i>
1:50 PM	Litany Bergeron <i>7 Tips to Maximize Engagement for Brands</i>	Mike Stewart <i>Rising Above the Rest for Local Search Success</i>	Taylor Bare <i>10 Things Every WordPress Website Must Have</i>	Amy Kinnaird <i>Marketing for People Who Are Not Marketers</i>	Neil Lemons <i>How to Become a Hyperlocal Media Mogul</i>
2:30 PM	Roxanne Roark <i>Social Search: The Impact of Social Media on SEO</i>	David Daniels <i>The Common Misconceptions About Technical SEO</i>	Geek Chat Robin Moss John Nosal Jeff Whitfield Moderator: A.J. Wood	Tanya Smith <i>Snack Size Everything: Using Micro Content to Capture Attention</i>	Podcasting Panel Caz Gaddis Gary Leland Erin Smith Moderator: Mitch Todd
3:10 PM	Networking Break				
3:30 PM	Rocks Digital Marketing Q & A Panel Bill Hartzler, Heather Steele, DeAndre Upshaw Moderator: Lissa Duty				
4:20 PM	Keynote - Eric Enge <i>Opportunism and Being Holistic: What it Takes to Win in Digital Marketing in 2016</i>				
5:20 PM	Onsite After-Event 5:20 to 7:00 PM				