

9:30 AM	Welcome - Lissa Duty		
9:40 AM	<b>Opening Keynote - Greg Sterling</b> <i>Big Trends Shaping the Future of (Local) Search</i>		
10:25 AM	<b>Mid-Morning Keynote - Lex ten Veen</b> <i>The Road Ahead: Digital Mapping in 2017 and Beyond</i>		
11:15 AM	<b>Rocks Talks</b> Dean Lindsay, Damon Gochneur, Dave Carberry, Jayne Rios		
12:20 PM	Onsite Lunch 12:20 PM to 1:10 PM		
	<b>Break-Out Sessions</b>		
<b>Rooms</b>	<b>Acacia</b>	<b>Sophora</b>	<b>Buckthorn</b>
<b>Emcees</b>	<i>Elayna Fernandez</i>	<i>Brooke Henderson</i>	<i>Tony Wright</i>
1:10 PM	<b>DeAndre Upshaw</b> <i>Visual Storytelling Through Video</i>	<b>Lance Bachmann</b> <i>The Evolution of SEO</i>	<b>Casey Markee</b> <i>Beyond IOT: Hyperlocal Marketing with BLE Beacons</i>
1:50 PM	<b>Katy Katz</b> <i>Social Media Metrics: Slay More Goals than Arya Stark</i>	<b>Moosa Hemani</b> <i>Conversion-Centric Link Building</i>	<b>Jeff Whitfield</b> <i>A Humans First Approach to SEO and the Web</i>
2:30 PM	<b>Karen Liz Albert</b> <i>Using Social to Expand Local Reach</i>	<b>Michelle Stinson Ross</b> <i>Rise of the SEO Undead - The Zombie Search Apocalypse</i>	<b>Robin Moss</b> <i>Consumer-First Websites in a Mobile World</i>
3:00 PM	<b>Networking Break</b>		
3:30 PM	<b>Afternoon Keynote - John Carroll</b> <i>Everything You Need to Know About Yelp and Then Some</i>		
4:10 PM	<b>Local Search Day Expert Panel</b> Danielle Hanson, Chris Marentis, Hillit Meidar-Alfi, Brad McCormick <b>Moderator: Bernadette Coleman</b>		
5:00 PM	<b>Closing Keynote - Dan Tyre</b> <i>Welcome to the Inbound Revolution</i>		
6:00 PM	<b>Onsite After-Event 6:00 PM to 8:00 PM</b> <i>Sir Earl Toon Performs Live</i>		