

9:00 AM	Check-In Opens		
	Workshops		
Rooms	Acacia	Sophora	Buckthorn
10:00 AM	<b>Erik Solan</b> <i>Content Amplified - Crafting a Digital Conversation</i>	<b>John Nosal</b> <i>The Low-Down and How-to of a Digital Marketing Audit</i>	<b>J. Schuh</b> <i>Creating Stories that Matter</i>
11:30 AM	On-Your-Own Lunch 11:30 AM to 1:00 PM		
1:00 PM	<b>Dan Thies</b> <i>Essential PPC Strategies for 2017</i>	<b>Beth Kahlich</b> <i>Google Analytics Demystified</i>	<b>Lissa Duty</b> <i>Feeding Search and Social to Drive Site Traffic</i>
2:30 PM	Afternoon Break		
2:45 PM	<b>Joe Youngblood</b> <i>Facebook Dominance for Less Than \$100 a Month</i>	<b>Bill Hartzer</b> <i>Everything You Must Know About On-Page and Off-Page SEO</i>	<b>Digital Marketing Clinic Experts: Byron Ingraham, John Nosal, Mike Stewart</b>
4:30 PM	End of Day		

## Tweet Our Speakers

Karen Liz Albert @BYCSocialMedia  
 Lance Bachmann @LanceBachmann  
 Dave Carberry @Enradius / @DaveCarberry  
 John Carroll @Yelp  
 Bernadette Coleman @BernieColeman  
 Lissa Duty @LissaDuty  
 Damon Gochneaur @DamonGochneaur  
 Danielle Hanson @Thinknear  
 Bill Hartzer @BHartzer  
 Moosa Hemani @mmhemani  
 Byron Ingraham @ByronIngraham  
 Beth Kahlich @BethKahlich  
 Katy Katz @KatyKatzTX  
 Dean Lindsay @DeanLindsay  
 Chris Marentis @CMarentis  
 Casey Markee @MediaWyse

Brad McCormick @darbtx  
 Hillit Meidar-Alfi @ThinkSpatially  
 Robin Moss @RobinatRibit  
 John Nosal @JNosal  
 Jayne Rios @WBTVN  
 J. Schuh @SchuhBox  
 Erik Solan @VerticalMeasure  
 Greg Sterling @GSterling  
 Mike Stewart @RealMikeStewart  
 Michelle Stinson Ross @MStinsonRoss  
 Lex ten Veen @Navads  
 Dan Thies @DanThies  
 Dan Tyre @DanTyre / @HubSpot  
 DeAndre Upshaw @DeAndreSays  
 Jeff Whitfield @JeffWhitfield  
 Joe Youngblood @YoungbloodJoe