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Thursday, Sept. 20th, 2012
The H Hotel, Midland, MI

{agenda}

8:00 a.m. - 8:30 a.m.

REGISTRATION & NETWORKING

8:40 a.m. - 9:00 a.m.

SOCIAL MEDIA CLUB GREAT LAKES BAY

Marc de Schweinitz

9:00 a.m. - 9:30 a.m.

MORNING KEYNOTE

Communication Through Content

David Murray, Moncur Associates

Finding the right type of content to create can be a challenge. However, getting people plugged into your content can be even more difficult. With the onslaught of information hitting us, how can a business stand out and make an impression? The answer is communication. How an individual or business communicates to someone makes the difference. Real communication through your content will help increase your bottom line.

9:45 a.m. - 10:45 a.m.

SESSION A!

Generation Y

Brooke Adams, Central Michigan University

Tori Stevens, Central Michigan University

Generation Y seeks instant gratification and wonders, "What can you do for me?" or "How is this going to benefit me now?" The use of traditional, repetitive marketing practices falls short with this crowd. Building long-term relationships with Gen Y requires a new focus on how we convert general inquiries and short interactions into brand recognition and loyalty.

Using the 2012 Beloit College Mindset List as a foundation, this discussion provides an exploration of the social and technological resources and integrative public relations strategies that help connect with and engage the most plugged in, laid-back and adrift generation.

SESSION B!!

Social Media Great Lakes Style

Chris Mundhenk, Great Lakes Loons

Chris will share some of the social media successes the Great Lakes Loons have experienced, discuss some fun and unique ways you can incorporate social media into events, best practices and ways to engage your followers by talking WITH them not AT them.

SESSION C!!!

Choose Your Words: The Importance of Written Communication on the Social Web

Lindsay Blackwell, Fluency Media

In social media, content is everything - and whatever you choose to blog, tweet, pin or share will benefit from a strong linguistic foundation. Providing relevant, consistent and valuable content to your audience is crucial to the success of any social marketing campaign. In this session, we'll focus on effective and engaging written communication: the stories you tell and how you tell them.

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11:00 a.m. - 12:00 p.m.

SESSION A!

SOCIAL Media Should be Social

Jen Thieme Kehres, Amigo Mobility

Matt Smith, Smitty's Iron Works

You don't need to be a whiz-bang on the computer to embrace social media! As business owners, Matt and Jen have learned that when you promote what you are passionate about the marketing aspect will come naturally. People like buying from people, become the face of your business and position yourself as an expert to grow your marketing.

SESSION B!!

Return on Engagement: Digital Advertising and Social Networks

Kaleb Patrick, Central Michigan University

Eric Joyce, Central Michigan University

Whether you own a small business or work for a large-scale corporation, digital advertising and social media advertising can provide opportunities to raise brand awareness, engage with customers and increase sales. Social networks such as Facebook, LinkedIn and Twitter, as well as search and display networks, give advertisers new ways to reach their target audience and interact with potential customers. Learn how to utilize these platforms and integrate them into an over all digital advertising strategy to promote your brand, product or service.

SESSION C!!!

Websites & Social Integration

Lysa Greer, NextMedia 360

Impressions are everything. Creating the right image for your business is a critical aspect in marketing. With so many people surfing the net for any and everything these days, a business cannot grow without a website. But, it goes beyond that. Social integration is fast, becoming the quickest tool for people to gain even broader first impressions and if you're company isn't in this face paced line of communication, it's losing. Big. Think of it as being back in high school, to a degree. First impressions are everything. Let's help make yours count.

12:15 p.m. - 1:15 p.m.

LUNCH KEYNOTE

Standing Out in an Overcrowded Marketplace: Simple Strategies to Shine

Brian Foster, VP NextMedia 360

Unless you have just rolled out of bed and are reading this email while still stretching out last night's sleep, there is a good chance you have already been exposed to numerous commercial messages. From a QR code on your coffee tin to the text message that came in at midnight from your local dry cleaner, you are constantly being lead through each stage of the sale ultimately resulting in your next purchase. In Martin Lindstorm's book *Brandwashed*, he shows how early some advertisers are starting these "relationships", targeting babies still in the womb!

Our goal is simple, to slow this world down for 1 hour and give you real world strategies. Along the way we will show you how to stand out with search engines, become friends with social media, handle negative reviews online and make the largest impact with your advertising message.

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1:30 p.m. - 2:30 p.m.

SESSION A!

Mind Mapping Your Social Media Strategy

Shannone Dunlap, NextMedia 360

Training without application is about as handy as a screen door on a submarine. Move past theory and roll up your sleeves for this exciting idea generation session. We have picked one lucky business and will determine goals, develop concepts and brainstorm execution all during this can't miss hour. Throughout this session, participants will not only help the chosen business, but they will be able to practice these tested concepts to better plan their own marketing strategies. If you want to put what you have learned into action, this session to be at!

SESSION B!!

How to run a Social Media Campaign

Sola Obayan, Social Media Association of Michigan

Social media marketing is typically more affordable and effective than traditional marketing, making activity on social networks a must for small businesses. Learn the steps necessary in running a successful social media campaign for your business.

SESSION C!!!

The Visual Revolution: Why multimedia matters

Lindsay Blackwell, Fluency Media

Instagram, Facebook Timeline for brands and the ever-rising popularity of Pinterest...as the social web evolves, our visual experiences become more and more critical. In social media's changing landscape, brands find traction by creating strong visual identities through bold graphics, multimedia updates and strategic design. In this session, we'll discuss strategies for effective visual storytelling across a variety of social platforms.

2:40 p.m. - 3:10 p.m.

[title of show]

Midland Center for the Arts

3:10 p.m. - 3:30 p.m.

CLOSING SESSION & PRIZES

Marc de Schweinitz

3:30 p.m. - 5:00 p.m.

Afterglow at Bar Oxygen

Join us for networking and drinks after the event. This will be a great opportunity to get to know the speakers and socialize with your fellow conference attendees.