

SocialMediaAZ.org - SMAZ - AGENDA

- 0800 – 0900: Breakfast & Networking
- 0900 – 1030: Intro (Fred von Graf) & Keynote (Greg Chapman)
- 1030 – 1130: Matt O'Brien in New Times Theater
- 1030 – 1130: Greg Chapman Panel in Mill Avenue Theater
- 1100 – 1130: Bart Steiner in Bookmans Theater
- 1130 – 1200: Lunch in open area next to concessions
- 1200 – 1230: SMAZZIES – Social Media AZ Awards
- 1230 – 1330: Laurie Buczek in the New Times Theater
- 1230 – 1300: Bret Giles in the Bookmans Theater
- 1300 – 1400: Mike Corak Panel in Mill Avenue Theater
- 1300 – 1400: Mike Roberts in Brookfield Theater
- 1330 – 1400: Katie Van Domelen in Bookmans Theater
- 1400 – 1500: Arnie Kuenn in the New Times Theater
- 1430 – 1530: Jeff Moriarty in the Mill Avenue Theater
- 1430 – 1500: Dean Wright in Bookmans Theater
- 1430 – 1530: Sheila Kloefkorn in Brookfield Theater



Presenter	Company	Topic
Bart Steiner	BulbStorm	Social media's most powerful tool: your fans' ideas!
Katie Van Domelen	Off Madison Ave	How Does Your Garden Grow: With Social Media, Email Marketing and a Website All In a Row
Bret Giles	AgencySide	A Wake-Up Call for Agencies: Status Quo Won't Cut It Anymore
Dean Wright	Pick a Presenter Winner	How to Leverage Social Media in B2B
Jeff Moriarty & Fred von Graf	SMAZZIES	Presentation of the Inaugural Social Media AZ Awards (SMAZZIES) brought to you by Web3Mavens.com
Michael Roberts	SpyFu	How I do Launches: (Painful) Lessons learned bringing my own products to market
Arnie Kuenn	Vertical Measures	Winning Tactics for Content Creation and Marketing
Sheila Kloefkorn	KEO Marketing	Search & Social: New Trends for 2010
Matt O'Brien	MintSocial	Are you a Risk-taker? How Behavior & Personality Types Impact Marketing
Laurie Buczek	Intel	Future of the web: How social media will change the digital experience
Greg Chapman	SiteWire	From Acquisition to Advocate - Taking the Customer Lifecycle Digital
Mike Corak	TallWave	Social focused content planning - tools, tips and tricks to creating relevant content and conversations
Fionn Downhill	Elixir	SEO For Social Media
Greg Chapman	SiteWire	Acquisition to Advocacy Panel
Jeff Moriarty	SiteWire	FAIL: Big Mistakes in Social and What To Learn From Them

Room Name	Lobby	Open Area	1 101 Distribution	2 New Times	3 Mill Avenue	4 Bookmans	5 Brookfield	6 Desi-Reel
Time								
8:30	Registration	Breakfast	* Networking					
9:00			* Breaks					Intro (Fred von Graf)
9:30			* Lunch					Keynote
10:00			* Extension of					Greg Chapman
10:30			Open Area	Matt O'Brien	Greg Chapman Panel			
11:00						Bart Steiner		
11:30		Lunch						
12:00								SMAZZIES
12:30				Laurie Buczek		Bret Giles		
13:00					Mike Corak Panel		Mike Roberts	
13:30						Katie Van Domelen		
14:00				Arnie Kuenn				
14:30					Jeff Moriarty Panel	Dean Wright	Sheila Kloefkorn	
15:00								
15:30								
16:00								
16:30								

Please use #SMAZ when online (flickr, youtube, facebook, twitter, etc)