



What's Next DC – Complete Schedule January 24, 2011



Grand Ballroom

Time	Speaker	Topic
8:00AM	Registration	
9:00AM	Tod Plotkin – Green Buzz Agency Paul Williams – Idea Sandbox	Introduction
9:10AM	Brian Halligan CEO & Founder, HubSpot	Inbound Marketing to Grow Your Business: Actionable steps businesses can use to take advantage of modern, inbound marketing techniques by optimizing their websites to get found by more prospects and converting higher percentages of these prospects into paying customers.
9:55AM	Bryan Eisenberg Managing Partner, Eisenberg Holdings	The Future Shopper, How Offline is the New Online: How the convergence of communications, logistics and financial technology continues to evolve to reduce the friction in the customers' buying process.
10:40AM	Darell Hammond CEO & Co-Founder, KaBOOM!	Play is the Best Natural Resource in a Creative Economy: Creativity, wonder, joy and the partnerships that change lives and communities.
10:55AM	Paul Williams Brainstormer, Idea Sandbox	Remarkability, Standing Out From The Crowd: Discover (or create) what sets you apart from your competition and differentiates your products, company, or brand in the minds of your customers.
11:20AM	Strategy Brainstorming!: Attendees break into teams to tackle one another's most important strategy issues.	
11:50AM	Lunch in Continental Ballroom	
12:30PM	Ogi Kavazovic VP Marketing & Strategy, OPOWER	Marketing Can Save The Environment: How marketing can be leveraged to motivate the masses and preserve the planet.
12:45PM	Debbie Weil Founder & President, WordBiz.com	Finding Your Social Media Sweet Spot: We'll steal ideas from B2C and B2B case studies to identify the sweet spot where what YOU want to achieve overlaps with what YOUR COMMUNITY wants. Interactive game included. Don't miss this session!
1:00PM	Matt Goddard Co-Founder & CEO, R2integrated	Activating Communities of Interest On The Real Time, Social Web: The web is a decision engine and communities of interest are where it's at for brands looking to influence customers and build advocacy.



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1:25PM	Rand Fishkin CEO & Founder, SEOmoz.org	Advanced Tactics to Maximize SEO Opportunity: With organic search results becoming increasingly competitive, this session provides specific tactics that can give you a competitive advantage, with examples and case studies of these practices in action.
1:50PM	Reggie Bradford CEO & Founder, Vitruve Inc.	Getting Your Facebook Message into the End Zone: A thought provoking and actionable guide to social media best practices and innovations for marketers using Facebook from the leader in social media publishing.
2:15PM	Shonali Burke Principal, Shonali Burke Consulting	Redefining PR in the 21st Century: While many people still relate “public relations” to media relations, “true” PR is about building relationships with stakeholders to benefit your business. This session discusses how digital and social technologies empower you to do this.
2:30PM	AJ Gerritson Founding Partner, 451 Marketing	Building a PR Campaign for the Digital World: Several case studies of B2B/ B2C companies that built successful digital public relations campaigns, and an explanation of why others failed.
2:55PM	Bill Lake EVP & Co-Founder, ClicFlic	Intelligent Media / Video Marketing: Advances in intelligent online media are getting triple audience engagement and driving purchase intent, brand commitment and sales.
3:10PM	Goldy Kamali Founder & CEO, FedScoop	Strategic Government Marketing, Targeting Decision Makers:
3:25PM	Steve Ressler President & Founder, GovLoop	Online Community Building and Why My Sociology Degree Wasn't a Waste of Money: Online communities exist because of usefulness, purpose, and trust. How GovLoop grew from a few passionate friends to 40,000+ members solving everyday problems in government.
3:40PM	Tammy Gordon Senior Advisor, AARP	Woodstock to Facebook: How to Engage the 50+ Online: Boomers. They're the fastest growing population on Facebook. How are you talking to a 1/3 of America's population? How are you activating their passion online? Learn where they are spending their tech time and how they differ from Gen Xers & Millennials.
3:55PM	Kevin Alansky Sr. Director of Marketing, Blackboard Inc.	How To Keep Prospects Engaged Throughout the B2B Lead Lifecycle: The buyer's journey is one that should be understood by every B2B marketer. How to develop content to support your marketing efforts and align to the needs of your prospects.
4:10PM	Network with other attendees in the areas you are most interested.	



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Continental Ballroom

Food		Networking
8:00AM – 9:30AM	Breakfast	All Day!
11:50PM – 12:30PM	Lunch	

Strategy Brainstorming	Speaker Q&A	
<p>Everyone has something unique they bring to the table. You are all smart professionals with your own experiences and case studies, so we are going to break you up into teams. Each team member will present their major issue for 2011 while other team members help brainstorm solutions. Fresh insight from peers may be the best medicine to transform your issue from problem to resolution.</p>	For 30-45 Minutes Following Each Speaker's Presentation!	
1:00PM – 1:30PM		Session 1
1:30PM – 2:00PM		Session 2
2:00PM – 2:30PM		Session 3
2:30PM – 3:00PM		Session 4
3:00PM – 3:30PM		Session 5
3:30PM – 4:00PM		Session 6

Niche Discussions		
Whether you are a novice or an expert, attend the niche discussions on the topics you think are important or interesting. You'll network and discuss the topic with others who feel the same way.		
Time	Topic 1	Topic 2
1:00PM – 1:15PM	Twitter	Social Gaming
1:15PM – 1:30PM	Mobile Marketing	PR
1:30PM – 1:45PM	Blogging	Geomarketing
1:45PM – 2:00PM	Web Design	Advertising
2:00PM – 2:15PM	Web Design	Blogging
2:15PM – 2:30PM	SEO	Mobile Marketing
2:30PM – 2:45PM	SEO	Geomarketing



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2:45PM – 3:00PM	Word of Mouth Marketing	Facebook Marketing
3:00PM – 3:15PM	Word of Mouth Marketing	Advertising
3:15PM – 3:30PM	Video Marketing	PR
3:30PM – 3:45PM	Video Marketing	Twitter
3:45PM – 4:00PM	Social Gaming	Facebook Marketing