

AGENDA

7:30 - 8:00	Check-In and Networking Breakfast	11:45 - 12:00	Spotlight Keynote: "The Indisputable Number One Tool" <u>Dave Kerpen</u> , Founder & CEO, Likeable Local
8:00 - 8:15	Welcome		
8:15 - 9:00	Session 1: Optimizing Your Workflow with Social Media Dashboards Moderator: <u>Neal Schaffer</u> , Author, "Maximize Your Social" <u>Nicole Kroese</u> , Director of Marketing & Partnerships, Likeable Local <u>Alan Belniak</u> , Principal Social Media Manager, The MathWorks <u>Pedro Rojas</u> , Founder & Social Media Strategist, The Plan Company <u>Werner Kunz</u> , Director, Digital Media Lab, UMass Boston <u>Andrew Hopper</u> , VP Technology, WEGO Health	12:00 - 1:00	Lunch and Platinum Keynote: "Plan Better: Using Social Analytics to Drive Impact" <u>Ron Schott</u> , Director Prof. Services, Simply Measured
9:00 - 9:15	Morning Break	1:00 - 1:45	Session 5: Marketing Automation That's... Well, Automated Moderator: <u>Joseph Ruiz</u> , Owner, Strategic Marketing Solutions <u>Aseem Badshah</u> , Founder & CEO, Socedo <u>Kate Hutchinson</u> , Senior Social Media Manager, EMC <u>Jeremy Goldman</u> , Founder & CEO, Firebrand Group <u>Ingo Stoll</u> , Innovator & Marketing Berater, Neuwaerts <u>Stuart Shulman</u> , Founder and CEO, Texifter
9:15 - 9:30	Trender Chat #1: Becoming a "Social Hero"-- Successes and War Stories Moderator: <u>Brian Mahony</u> , Managing Director, Compelum <u>Andrew Mucci</u> , Digital Strategist/ Social Media Manager, Verizon <u>Mike Ambassador Bruny</u> , Founder, Brand Inside a Brand <u>Jessica Steele</u> , Senior Manager, Social Media, Broadsoft	1:45 - 2:30	Session 6: Content Is King! Long Live Content Marketing! Moderator: <u>Bob Geller</u> , President, Social Fluency <u>Pawan Deshpande</u> , CEO, Curata <u>Katie Paterson</u> , Marketing Director, Traackr <u>Mitchell Levy</u> , CEO & Chief Aha Instigator, Aha Amplifier <u>Jeff Green</u> , Social Media and Content Strategist, Rethink Robotics <u>Dr. Steven Zielke</u> , Founder & CEO, Blappsta
9:30 - 10:15	Session 2: Best Practices in Real-Time Social Listening and Monitoring Moderator: <u>Lisa Kalner Williams</u> , Founder, Sierra Tierra Marketing <u>Tanya Donnelly</u> , Global Social Media Director, Schneider Electric <u>Natalie Barnard</u> , Social Media Manager, Frog's Leap Winery <u>Will McInnes</u> , CMO, Brandwatch <u>Ami Chitwood</u> , Sr. Manager- Social Media Team, Deloitte	2:30 - 3:30	Afternoon Break and Product SpeedCase
10:15 - 11:00	Session 3: How to Use Your Fans and Employees to Build a Social Advocacy Program Moderator: <u>Brian Mahony</u> , Managing Director, Compelum <u>Glenn Gaudet</u> , President & Founder, GaggleAMP <u>Mukund Krishna</u> , Founder & CEO, SoCXO <u>Marylin Montoya</u> , VP International Marketing, Sociabble <u>Tim Sae Koo</u> , Co-Founder & CEO, TINT	3:30 - 3:45	Trender Chat #2: What's Missing-- My Social Media Wish List Moderator: <u>Neal Schaffer</u> , Author, Maximize Your Social <u>Monica Jade Romeri</u> , Strategy and Content Manager, Darwin Digital <u>Eric Clark</u> , Assistant Head, Woodward School <u>Debbie Miller</u> , President, Social Hospitality
11:00 - 11:45	Session 4: Analyzing the Business Value of Your Social Media Program Moderator: <u>Vanessa DiMauro</u> , CEO, Leader Networks <u>Ron Schott</u> , Director Professional Services, Simply Measured <u>Matthew Zito</u> , VP of Product, Synthesio <u>Emeric Ernoult</u> , Founder & CEO, Agorapulse <u>Daniel Kushner</u> , CEO, Oktopost <u>Jasmine Sandler</u> , CEO & Digital Marketing Strategist, Agent-Cy	3:45 - 4:30	Session 7: The Future of Visual Social Moderator: <u>Julia Campbell</u> , Founder & Principal, J Campell Social Marketing <u>Joshua Wachman</u> , President, Ditto Labs <u>Lisa Buyer</u> , Author, "Social PR Secrets" <u>Cindy Meltzer</u> , Social Media Innovator, Stonyfield Farm <u>Bill Replogle</u> , CEO, PostCreator <u>Chad Abbott</u> , Managing Partner, Abbson Live
		4:30 - 4:45	Summit Keynote <u>Neal Schaffer</u> , Author "Maximize Your Social"
		4:45 - 5:00	Closing and "Social Genius" Trophy Presentation
		5:00 - 6:30	VIP Social Social (invite only)

