



AGENDA

BLIZZARD UNIVERSITY 2018

MONDAY, AUGUST 6

Time	Topic	Presenter
8:30 - 9:00 am	Light Breakfast, Check in	
9:00 - 10:00 am	Introductions, University Overview & How to Participate to Get the Most Out of the Workshop	Scott Campbell
10:00 - 11:00 am	Industry Overview and Company News, Your Brand Matters and Top Marketing Trends	Susan Blizzard
11:00 - 11:15 am	BREAK	
11:15 am - 12:15 pm	Your Website is Key: What Makes a Good Website?	Nicole Heisig, Maria Smart, Lynn Santomo
12:15 - 1:15 pm	Lunch Provided	
1:15 - 2:15 pm	Paid Search Marketing: Panel Discussion & Open Q&A	Todd, Cristin, Danielle
2:15 - 2:45 pm	Consistent Branding & Messaging: Social Media, Email, PPC	Susan Blizzard
2:45 - 3:00 pm	BREAK	
3:00 - 3:30 pm	Analytics 101	Amy
3:30 - 4:00 pm	Expanding Your Reach Online: Distribution	RedAwning
4:00 - 5:00 pm	Roundtables: 1. PPC, 2. Design, 3. SEO, 4. Social Media 5. Email Marketing, 6. BRE 7. RedAwning 8. Google Analytics	
5:30 - 6:30 pm	Happy Hour Reception	

TUESDAY, AUGUST 7

Time	Topic	Presenter
8:30 - 9:00 am	Light Breakfast	
9:00 - 10:00 am	On-Site SEO Expert Panel	Maria Smart & Tammy Caughlin
10:00 - 11:00 am	Off-Site Optimization	Cristin Barta & Maria Smart
11:00 - 11:15 am	BREAK	
11:15 - 11:30 am	Compressing Images: How-To Demo	Maria Smart
11:30 am - 12:15 pm	Social Media	Nicole Heisig
12:15 - 1:30 pm	Lunch PROVIDED	Interview with Chris Tribble Videographer
1:30 - 2:15 pm	Email Marketing	Jason Albert
2:15 - 3:00 pm	Analytics & Tracking Your Success	Amy Tomasello
3:00 - 3:15 pm	BREAK	
3:15 - 3:30 pm	Demo A/B Testing	Amy Tomasello
3:30 - 4:15 pm	Closing Presentation	Susan Blizzard
4:15 - 5:00 pm	Ask the Experts	Various