

Go Social Spokane Agenda

TIME	AGENDA ITEM	DESCRIPTION	ROOM LOCATION
8:00AM	Registration & Check In	Mingle and meet the vendors	Conference Lobby
9:00AM	Welcome & Introductions	Let's Go Social	Main Room
9:20AM	Meet Washington Trust	Sponsor introduction	Main Room
9:25AM	Morning Keynote with Josh	The Big 5 and Your Business	Main Room
10:05AM	Intro Afternoon Sessions	Making the most of the afternoon	Main Room
10:15AM	Meet Journal of Business	Sponsor Introduction	Main Room
10:20AM	Keynote with Rick Bakas	The Mobile Explosion is Almost Here	Main Room
11:10AM	Panel Discussion	Answering your questions about social media	Main Room
11:45AM	LUNCH	Lunch	Main Room
12:45PM	Breakout 1	<i>Deepening Relationships & Delighting Members via Social Media—Lance Kissler</i>	<i>Skyline 1</i>
	Breakout 2	<i>If You're Not Measuring You're Not Marketing—Ed Reese</i>	<i>Audubon/Manito</i>
	Breakout 3	<i>Growing your audience and engagement with social advertising—Chris Reilly</i>	<i>Ballroom D</i>
	Breakout 4	<i>Making Your Business Mobile—Ryan Stemkoski</i>	<i>Skyline 2</i>
	Breakout 5	<i>Six Essentials to More Web Traffic—Josh Wade</i>	<i>Main Room</i>
4:00PM	Meet Red Lion Hotels	Sponsor Introduction	Main Room
4:05PM	Keynote with Nansen Malin	Social Media, Influence and You	Main Room
4:50PM	Wrap up and thanks	What are your next steps	Main Room
5:00PM	Vendor Showcase	Introduce yourself to the sponsors and vendors	Main Room
6:30PM	DINNER	Wine dinner at Nectar Tasting Room. Cost is \$59 including dinner and wine. Tickets are available	Nectar Tasting Room 120 N Stevens

There are three rotations of the breakout sessions. Each of the five sessions will be repeated during each rotation. Choose the sessions that best fit your current business needs. Each session lasts 45 minutes with a 15 minute transition period. We will reconvene in the main room at 4pm

Meet our Keynote Speakers

RICK BAKAS

bakasmedia.com



Rick Bakas is a Certified Sommelier and the Founder of Bakas Media, an award winning new media relations firm in San Francisco, CA. He has consulted with brands such as wine.com, ABC's Bachelor Ben Flajnik, Chateau Montelena and Portalupi Winery. Rick is also the VP of Marketing for mobile payments provider, Press Pay. In 2009 Rick became the first Director of Social Media in the wine industry for St. Supéry winery in Napa valley. He is a contributor to Mashable and Flipboard under the Wine & Spirits section and has been featured in The Wall Street Journal, CNET, SF Chronicle, New York Times as well as Brian Solis' (R)evolution series. Rick has engaged audiences through his entertaining talks on social media marketing in New York, Sydney, San Francisco, Melbourne, Vancouver, Portland, Perth, Los Angeles and Adelaide. Follow Rick on Twitter [@rickbakas](https://twitter.com/rickbakas)

Keynote—The Mobile Explosion is Almost Here

NANSEN MALIN

nansenmalin.com



Recognized for leading technology and new media efforts, Nansen Malin is a natural online grassroots organizer. With her husband, Brett, she is co-owner of MR Data Corporation, which provides statistical analysis for market research and public opinion surveys to an international client base. The most followed non-celebrity on Twitter in the entire world (over 500,000 followers!), Nansen works on messaging and communication with Federal and State legislators, lobbyists, candidates, bloggers, business and political and special interest groups to utilize the full resources of online communities and the internet to achieve their goals. Her technology expertise and enthusiasm has resulted in a large online following. Follow Nansen on Twitter [@nansen](https://twitter.com/nansen)

Keynote—Social Media, Influence and You

JOSH WADE

nectarmedia.co



Josh is the owner of Nectar Tasting Room, Spokane Wine Magazine, nectarMEDIA and creator of the Go Social conferences.. Using online tools like social media and blogging Josh built brand awareness and momentum to open Nectar in 2011 with almost \$0 spent on traditional marketing efforts. Nectar was voted the best new business of 2011 by Catalyst Magazine and recently was selected by voters of the KREM2 Best of Spokane as one of the top three wine shops in Spokane. Josh has been featured in Alaska Airlines Magazine, MSNBC.com and was selected as one of the 20 under 40 business people in Spokane. nectarMEDIA works with businesses to integrate online strategies into their marketing plan. Josh is a public speaker, author, seminar leader and consultant for many local companies and organizations.

Keynote—The Big 5 and Your Business

BREAKOUT SESSION: Six Essentials to More Web Traffic

You have a shiny new web site now how do you get someone other than your mom to look at it? Your web site should be the center of your online strategy. Social sites will come and go over the years but your web site is your piece of the internet real estate. During this session you will learn the six key drivers of internet traffic, how to build your own search engine gold mine, and leverage social media sites to drive referral traffic. Josh will also talk about the most important aspect of your web site strategy...conversion.



nectarMEDIA helps brands position themselves online through social media implementation, integration and online brand management. nectarMEDIA also provides training courses, individual consultation, business development talks and keynote presentations. In this world of online marketing you will either spend your time or you will spend your money reaching customers. Learn the strategies and hire a known success in managing your online content.

Breakout Sessions

Deepening Relationships & Delighting Members via Social Media

Lance Kissler

Do your customers really “like” you? Learn how to build a following of brand ambassadors for your organization, by providing immediate customer service and feedback, all while deepening your financial relationship with them. We’ll cover the four key areas critical to your social media strategy: community relations, member (customer) delight, grow market share, and thought leadership. In addition, the Five Pillars of Successful Online Audience Engagement and the Four Quadrant Audience Theory will help you focus your efforts.



STCU is a credit union, a not-for-profit financial cooperative that operates as an association of people coming together for a common purpose. Some deposit money. Some borrow it. Some do both. Either way, we’re organized to help you make sense of your finances. Our vision: To be the most loved and valued financial relationship on Earth.

Lance Kissler, Senior Community Development Officer, 509-344-2972, lancek@stcu.org
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If You’re Not Measuring You’re Not Marketing

Ed Reese

Social media provides one of the toughest challenges for marketers -- Convincing the decision makers that your social media efforts are producing results. Why? Most companies are not measuring social media effectively. Learn how to best measure your social media efforts, calculate the ROI of your work, and communicate your awesomeness in language that executives will understand! This presentation will go into specific measurement strategies and techniques you can use immediately to calculate your social media value to any company and communicate it with confidence to the powers that be.



Sixth Man Marketing is a data-driven online marketing firm. We help our clients increase revenue by optimizing their presence on the Internet. We do this by working with them to establish business goals and KPI's, increasing relevant organic traffic, glean insight from analytics, and turning website visitors into customers. Our multi-disciplinary team of online marketing professionals bring together decades of experience in their respective fields of analytics, search engine optimization, usability, and marketing communications.

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Making Your Business Mobile

Shawn Davis & Ryan Stemkoski

Mobile phone usage has exploded over the past few years. Your customers are now engaging with your business on their mobile phone whether you're ready for it or not. Learn how you can effectively use mobile marketing to target your customers, build your brand, and sell more product. This presentation will provide you with a broad overview of the various mobile marketing strategies. In addition, we will discuss how to leverage mobile websites and mobile applications to reach your customers and create lasting engagement. If you want to learn how to cost-effectively market your business to mobile users, this presentation is for you.



Zipline Interactive is an innovative digital agency headquartered in the Pacific Northwest. Following its motto "Designs with Purpose," Zipline builds beautiful yet practical websites and mobile experiences for customers across the United States and Canada. What makes Zipline truly unique is the breath of skill within the agency. Zipline has a talented team with the skills to help plan, design, develop, and market your website or

mobile application. When you hire Zipline Interactive you become part of a team of digital experts, dedicated to helping your business create an effective marketing tool.

Shawn Davis & Ryan Stemkoski, Zipline Interactive, 509-321-2849, info@ziplineinteractive.com
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Growing your audience and engagement with social advertising

Chris Reilly

Authentic, "organic" social media is the best way to grow a lasting social media harvest, but social advertising can act as a great "fertilizer" to help accelerate growth. Chris Reilly will be sharing his 4+ years of experience buying advertising in social media and giving strong strategies and killer tactics to get the best from your advertising investment. He will be sharing proven techniques for success with Facebook, Twitter, LinkedIn, StumbleUpon, and Reddit advertising and discuss exciting new developments with Facebook targeting and the Facebook Exchange. Whether you have a \$10 or \$10,000 budget, you'll learn techniques that will help you get the most of your social advertising investment and start building a meaningful audience for your content.



Chris Reilly founded Unleashed in 2009 and has grown it to be the #1 online advertising firm in the Inland Northwest. With offices in Seattle and Spokane and over 250 clients nationwide, Unleashed has earned a great reputation for transparency, flexibility, and delivering awesome results. They specialize in advertising in search, social, display, mobile, and video platforms and work with individual advertisers and agencies of all sizes.

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