

agency**side** PRESENTS ..

# B O L O

## Schedule-at-a-Glance

### SUNDAY, OCTOBER 9, 2011

Registration table open from 10 am to 6 pm

Start	End	Session	Location
2:00p	6:00p	3P Track: exclusively for pre-registered attendees <i>Sponsored by Net-Results</i>	Valley Ho Ballroom
6:15p	7:15p	3P Cocktail Reception	Poolside

### MONDAY, OCTOBER 10, 2011 DAY ONE

Registration table open from 7am to 5pm

Start	End	Session	Location
7:00a	8:30a	Breakfast <i>Sponsored by Clients &amp; Profits</i>	Main Place Courtyard
8:30a	8:35a	Welcome and Introductions	SoHo Ballroom
8:35a	9:30a	KEYNOTE: Scott Stratten: UnMarketing – Stop Marketing. Start Engaging <i>Sponsored by Mycroburst</i>	SoHo Ballroom
9:30a	9:45a	Case Study: Social Listening: Are You Doing It Right? Lessons from Havas Digital and a Recent CPG Test Case	SoHo Ballroom
9:45a	10:00a	Case Study: Being Social in Social Media to Drive	SoHo Ballroom

		Customer Loyalty and Acquisition	
10:00a	10:15a	Break	
10:15a	12:30p	Super Forums	
		<b>Choose 1:</b>	Valley Ho Ballroom
		SuperTargeting - Identifying, Understanding and Targeting Your Clients' Best Audiences for More Effective and Efficient Marketing	SoHo Ballroom
		Facebook 2.0: How Agencies can Transform Customer's Facebook Efforts into a Powerful Engagement Channel <i>Sponsored by Marin Software</i>	
12:30p	2:10p	Lunch <i>Sponsored by RMM Online</i> Rapidfire – Bring your business cards!	Palm Courtyard
2:10p	2:25p	Case Study: Marketing Starts with a “Y”	SoHo Ballroom
2:25p	2:40p	Case Study: Newsfeed Optimization - How the Phoenix Suns Increased their Reach on Facebook	SoHo Ballroom
2:40p	2:50p	Break	
2:50p	3:20p	Everything Counts Series <b>Choose 1:</b>	

		Analytics - Digital Trends and Insights: Putting Them To Work For Your Clients	Valley Ho Ballroom
		Usability - Building a User Experience Model Using Current Technologies - Your Client's Online Business Experience is Broken; Let's Fix it!	Tropicana
		Attribution - Completing the Puzzle of Real-Time Data-Driven Marketing: Where's the Missing Piece?	SoHo Ballroom
3:20p	3:30p	Break	
3:30p	5:30p	Super Forums:	
		<b>Choose 1:</b>	Valley Ho Ballroom
		1. Local Super Forum: Digital's Next Big Wave	SoHo Ballroom
		2. Content Strategy Super Forum: Forget what you Think you Know and Let's Make Content That Rocks! <i>Sponsored by Bunchball</i>	
5:30p	6:30p	Break	
6:30p	8:30p	Vaudeville 2.0 & Cocktail Reception <i>Sponsored by Sitecore</i>	Main Place Courtyard & SoHo Ballroom

**TUESDAY, OCTOBER 11, 2011 DAY TWO**

Registration table open from 7am to 5pm

Start	End	Session	Location
7:00a	8:30a	Breakfast <i>Sponsored by acquisio</i>	Main Place Courtyard
8:30a	8:35a	Introductions	SoHo Ballroom
8:35a	9:30a	KEYNOTE: Hugh McGoran - Lessons Learned: Maximizing Returns with Your Digital Marketing Investments <i>Sponsored by Accordant Media</i>	SoHo Ballroom
9:30a	10:00a	Case Study: How to Win at YouTube	SoHo Ballroom
10:00a	10:15a	Break	
10:15a	12:15p	Super Forums <b>Choose 1:</b>	Valley Ho Ballroom
		Advertising Super Forum: The Future of Agencies in Paid, Earned + Owned Media <i>Sponsored by Universal Uclick</i> [only advertising is sponsored]	SoHo Ballroom
		Mobile Super Forum: Mobile: Where Agencies Capitalize on the Intersection of Creative, Data and Relevance <i>Sponsored by Double Positive</i>	
12:15p	1:45p	Lunch (on your own)	

1:45p	5:30p	Predict, Promote, Produce, Profit: The 4Ps of Business Development <i>Must have RSVP'd</i>	Valley Ho Ballroom
1:45p	3:00p	Digital Disruption Series:  Gamification 1:45- 2:10p Map your Business Goals with your Users' Interests to Optimize your Gamification Program.  Content Curation 2:10 - 2:35p Learn about Curated lists, Curated People and Developing your own Curation Skills.  Mobile 2:35 – 3:00p Becoming the Brand that Pioneers Mobile Expectations	SoHo Ballroom
3:00p	3:15p	Break	
3:15p	5:30p	Social Media Super Forum: Social Media For Agencies -- Starting, Leveraging and Tracking a Profitable Social Media Practice <i>Sponsored by Bulbstorm</i>	SoHo Ballroom
5:45p	7:45p	Bottoms Up, Up Top	Skyline Rooftop

		Cocktail Reception <i>Sponsored by</i> <i>Radian6</i>	
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