

# Conference at a glance

## Track 1: PR & Marketing Communications

### TUESDAY, FEBRUARY 23

8:30 a.m.-9:30 a.m.

**OPENING KEYNOTE** with Clyde Tuggle

9:45 a.m.-10:45 a.m.

**Southwest Airlines: Nuts about online communication**

11 a.m.-noon

**Inform, reassure, and persuade: How did social media change CDC's communication approach during the H1N1 outbreak?**

Noon-1:30 p.m.

**Lunch & "30 ideas in 30 minutes" panel**

1:45 p.m.-2:45 p.m.

**Pitching the media: Old school, new school, no school**

3 p.m.-4 p.m.

**How to use the power of "Mommy Bloggers" to boost your brand and increase your influence in the social media space**

4:15 p.m.-5:15 p.m.

**SPECIAL KEYNOTE** with David Pogue

5:30 p.m.-7 p.m.

**Conference Cocktail Party**,  
courtesy of The Coca-Cola Company

### WEDNESDAY, FEBRUARY 24

8:30 a.m.-9:30 a.m.

**How global companies handle cyber-bullying**

9:45 a.m.-10:45 a.m.

**Social Media ROI (Relationships, Opportunities, Involvement)**

11 a.m.-noon

**CLOSING KEYNOTE** with Brian Solis

## Track 2: Internal Communications & Social Media

### TUESDAY, FEBRUARY 23

8:30 a.m.-9:30 a.m.

**OPENING KEYNOTE** with Clyde Tuggle

9:45 a.m.-10:45 a.m.

**If they can do it, you can too: How the U.S. Army Reserve maintains a presence on social media to reach family, veterans and retirees**

11 a.m.-noon

**Social networking behind the firewall: Engage, collaborate and increase employee connectivity**

Noon-1:30 p.m.

**Lunch & "30 ideas in 30 minutes" panel**

1:45 p.m.-2:45 p.m.

**How to engage a far-reaching, diverse audience with a blog community**

3 p.m.-4 p.m.

**Create a spectacular intranet by staying in tune with the ways employees engage outside of work**

4:15 p.m.-5:15 p.m.

**SPECIAL KEYNOTE** with David Pogue

5:30 p.m.-7 p.m.

**Conference Cocktail Party**,  
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### WEDNESDAY, FEBRUARY 24

8:30 a.m.-9:30 a.m.

**Block me from Facebook?! You cannot be serious...**

9:45 a.m.-10:45 a.m.

**How to effectively use video as part of your internal communications social media strategy**

11 a.m.-noon

**CLOSING KEYNOTE** with Brian Solis

## Track 3: Advanced Social Media Strategies

### TUESDAY, FEBRUARY 23

8:30 a.m.-9:30 a.m.

**OPENING KEYNOTE** with Clyde Tuggle

9:45 a.m.-10:45 a.m.

**Top tips to monitor social media**

11 a.m.-noon

**Beyond spokespeople: Activating your employees and stakeholders as word-of-mouth ambassadors**

Noon-1:30 p.m.

**Lunch & "30 ideas in 30 minutes" panel**

1:45 p.m.-2:45 p.m.

**How The Coca-Cola Company uses social media to get people buzzing about their brand**

3 p.m.-4 p.m.

**Social media and The Business Case for Public Relations™**

4:15 p.m.-5:15 p.m.

**SPECIAL KEYNOTE** with David Pogue

5:30 p.m.-7 p.m.

**Conference Cocktail Party**,  
courtesy of The Coca-Cola Company

### WEDNESDAY, FEBRUARY 24

8:30 a.m.-9:30 a.m.

**Recognizing and avoiding the emerging legal issues in social media**

9:45 a.m.-10:45 a.m.

**Creating consensus and changing minds in a conservative environment**

11 a.m.-noon

**CLOSING KEYNOTE** with Brian Solis