

Agenda



THE
**SOCIAL
MEDIA**
CONFERENCE
THE EVOLUTION
#SMCNZ17

TOBA
The Online Business Academy

The banner features a central smartphone with various social media icons (Facebook, LinkedIn, YouTube, Instagram, Twitter, Pinterest) and several small profile pictures of people floating around it. The background is a vibrant blue with a geometric pattern.

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Friday 15th September 2017

8:00 – 9:00	Registrations			
9:00 – 9:10	Welcome and housekeeping		Andrew Baird	
9:10 – 9:40	The Evolution of Social Media		Wanita Fourie	
9:40 – 10:10	Brand and reputation		Amanda Betts	
10:10 – 10:40	How to build awesome relationships with your customers		Samantha Kelly aka Tweeting Goddess	
10:40 – 10:50	Streams explained		Andrew Baird	
10:50 – 11:25	Morning break			
	Stream 1 – MC Leon Van Niekerk	Stream 2 – MC Andrew Baird – Main Hall	Stream 3 – MC Lauren Yeoman	Stream 4 – MC Sarah Kent
11:25 – 12:25	Cassie Roma – How to keep Content Marketing fluid in a corporate environment	Wendy Thompson – How to use Instagram and Instagram stories	John Kapos – Learn how Snapchat can transform your business – hints, tips and hacks	Mike Doughty – Online Sales and Marketing Funnels - A modern marketing system, everything you need to know
12:25 – 12:35	10 minutes to move rooms			
12:35 – 1:20	Krystle Field – Social Media Engagement – Trolls, Reputation & Crisis Comms	Ryan Ashton – The power of empathetic communication across social media	Paul Spain – Get more attention using multiple Digital and Social Channels	Natalie Cutler-Welsh – How you can create #winwin opportunities and collaborations to create more leverage in your business
1:20 – 2:20	Lunch			
2:20 – 3:20	Kate Nankivell – Unlocking the Power of LinkedIn and Social Selling	Vicki Fitch – Leveraging the Power of Live Streaming - Ready, Set, Stream	Thomas Evans – Social Media Campaigns – Plan, Execute, Measure and Adjust	Rebecca Caroe – The Art of Pre-suasion – Content, keywords and social
3:20 – 3:55	Afternoon Break			
3:55 – 4:10	Question and Answer session		Andrew Baird	
4:10 – 4:45	How online communities have evolved and what this means for businesses today		Pauline Stockhausen	
4:45 – 5:00	Wrap up		Andrew Baird	

Saturday 16th September 2017

8:00 – 9:00	Networking – mix and mingle			
9:00 – 9:10	Expectations/ Feedback	Andrew Baird		
9:10 – 9:45	Social media to WIN with Customers! What else should I do?	Cathy Mellett		
9:45 – 10:30	The power of live video platforms to evolve your business brand	John Kapos		
10:30 – 10:35	Streams and table topics explained	Andrew Baird		
10:35 – 11:05	Morning break			
	Stream 1 – MC Leon Van Niekerk	Stream 2 – MC Andrew Baird – Main Hall	Stream 3 – MC Lauren Yeoman	Stream 4 – MC Sarah Kent
11:05 – 12:05	Cathy Mellett – Be Seen, Be Heard, Be Found Online®	Vicki Fitch - Leveraging the Power of Live Streaming - Converting Contacts to cash	Chad Zoghby – Setting up and managing your YouTube channel	Samantha Kelly – Twitter hints and tips that will evolve your business
12:05 – 1:05	Lunch			
1:05 – 2:05	Wanita Z Fourie – Generating sales with Facebook advertising.	Breakaway Sessions: Leah Harold – How websites and social connect. Chad Zoghby – How sales funnels work to convert customers. Samantha Kelly – Twitter questions answered. John Kapos – Live Streaming	Pauline Stockhausen – How to build and manage a successful online community	Philippa Mannagh - Dare to be yourself - Bring your story forward
2:05 – 2:15	10 minute change room		10 minute change room	
2:15 – 3:15	Amar Trivedi – The Omni channel experience – Community management to customer engagement		Mark Hayes - Hacking content - Content hacks you should be using to drive growth	Jam Mayer - A Primer on Social Chatbot Marketing
3:15 – 3:45	Afternoon Break			
3:45 – 4:15	One Question – One Speaker (Each speaker gets asked one question from the audience)	Andrew Baird		

4:15 – 4:50	Building a business that you love, with the power of social media	Vicki Fitch
4:45 – 5:00	Wrap up	Andrew Baird & Wanita

Hashtag #SMCNZ17