

# Social Media Conference Agenda

Friday 15<sup>th</sup> September 2017

8:00 – 9:00	Registrations and Networking			
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 – more important than ever in a volatile online world		Katie Byrne	
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			
	<b>Stream 1</b>	<b>Stream 2</b>	<b>Stream 3</b>	<b>Stream 4</b>
11:25 – 12:25	Cassie Roma – Content Marketing, Story Telling and Influencers	Wendy Thompson – How to use Instagram and Instagram stories.	John Kapos – Learn how Snapchat and live streaming can transform your business – hints, tips and tricks.	Mike Doughty – How to measure the return on Social Media ROI and ROE
12:25 – 12:35	10 minutes to move rooms			
12:35 – 1:20	Krystle Field – Dealing with emergencies and trolls.	Wanita Z Fourie – Generating sales with Facebook advertising.	Paul Spain – How to develop content across all digital channels and repurpose for social media.	Natalie Cutler-Welsh – How to create win win opportunities and collaborations to create more leverage in your business.
1:20 – 2:20	Lunch			
2:20 – 3:20	Kate Nankivell – The Power of LinkedIn	Vicki Fitch – Leveraging the Power of Livestreaming – Ready, Set, Stream.	Thomas Evans – Social Media Campaigns – plan, execute, measure and adjust.	Rebecca Caroe – The art of pre-sausion – 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 business today		Pauline Stockhausen	
4:45 – 5:00	Wrap up		Andrew Baird	

**Saturday 16<sup>th</sup> September 2017**

8:00 – 9:00	Registrations and Networking			
9:00 – 9:10	Expectations/ Day 1 Summary	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 brand awareness and business	John Kapos		
10:30 – 10:35	Streams and table topics explained	Andrew Baird		
10:35 – 11:05	Morning break			
	<b>Stream 1</b>	<b>Stream 2</b>	<b>Stream 3</b>	<b>Stream 4</b>
11:05 – 12:05	Cathy Mellett – Be seen, be heard, be found online.	Vicki Fitch – Leveraging the Power of Livestreaming – Converting Contacts to Cash.	Chad Zoghby – How sales funnels work to convert customers.	Samantha Kelly – Tweet your way to success.
12:05 – 1:05	Lunch			
1:05 – 2:05	Ryan Ashton – The power of empathetic communication across social media.	<b>Breakaway Sessions:</b>  <b>Leah Harold</b> – how websites and social connect. <b>Chad Zoghby</b> – How to set up and manage a YouTube Channel for business <b>Samantha Kelly</b> – Twitter questions answered. <b>Philippa Mannagh</b> – Creating stories and content for social media/ Facebook <b>John Kapos</b> – Livestreaming	Pauline Stockhausen – How to build and manage a successful online community.	Josh Borgia-Frost – Social selling – driving sales and leads.
2:05 – 2:15	10 minute change room		10 minute change room	
2:15 – 3:15	Amar Trivedi – The Omni Channel experience – from community to customer experience.		Mark Hayes Creating evergreen content to generate leads and sales	Jam Mayer How to set up chatbots and automate social media for results.
3:15 – 3:45	Afternoon Break			
3:45 – 4:15	One Question – One Speaker	Andrew Baird		

	(Each speaker gets asked one question from the audience).	
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