

SUNDAY

Time	Auditorium	401a	401b	402	403a	403b	405a	405b
8:45am	Registration Begins							
9:15am	Welcome & Introduction							
10am	Behind The Scenes Podcasting at Philly's KYW News Radio: <i>Bill Roswell</i>	Intro to Competitive Intelligence and Social Media: <i>Suki Fuller</i>	Free Publicity Tool Box - Useful Tools for Small Business and Social Media: <i>Shashi Bellamkonda</i>	How to Use Search Optimized Press Releases <i>Aaron Nye</i>	Usability 101: <i>Kim Krause Berg</i>	Local Search: <i>Simon Heseltine</i>	SEO vs PPC vs Social Media (Advanced Track): <i>Greg Meyers, Wil Reynolds & Li Evans</i>	Website Architecture: <i>Chris Phillips</i>
11am	New Media Marketing: <i>Chris Penn</i>	What to Watch on the Web: A Beginners Guide to Online Video <i>Josh Cohen</i>	Easy Ways to Establish a Personal Brand on the Web <i>Matt McDonald</i>	What Old Media Can Teach New Media <i>Howard Greenstein</i>	Affiliates 101: <i>Donna McCarthy</i>	Offline and Online Convergence: <i>Li Evans</i>	Great Linkbait Through Content Building: <i>Eric Hebert</i>	Is Email Marketing Dead? <i>Beth Harte</i>
Lunch								
1pm	A Beginner's Guide to Online PR and Marketing: <i>Chris Abraham</i>	Taking Your Podshow on the Road, Really: <i>JC Lamkin</i>	Building Your Audience & Engagement - A Roundtable Discussion: <i>Paul Muller</i>	OPEN	Blogging for Business: <i>Geoff Livingston</i>	Brand and Reputation Management: <i>Beth Harte and Li Evans</i>	How Do Search Engine Spiders Work?: <i>Giovanni Galluci</i>	Search's Past, Present & Future: <i>Kevin Ryan</i>
2pm	New Media from the Trenches: What We've Learned. Panel: <i>M. Blevis, C. Penn, W. Hoffman & M. Ebel</i>			OPEN	Free SEM Tools: <i>Brian Cosgrove</i>	B2C Site Clinic: <i>Michael Abolofia</i>	Twitter & Plurk MicroBlogging to the Extreme: <i>Geoff Livingston</i>	Social News, Bookmarking and Search (Advanced Track): <i>Simon Heseltine</i>
3pm	Battledecks: <i>Pecha Kucha</i>	Business Development & Social Media: <i>Warren Zenna</i>		OPEN	eConversion 101: <i>Alex Cohen</i>	Entrepreneur Site Clinic (Intermediate Track): <i>Brian Cosgrove & Simon Heseltine</i>	SEM for Non-profits: <i>Greg Meyers</i>	Blog Clinic: <i>Geoff Livingston & Li Evans</i>
4pm	Conclusion & Prizes			OPEN				