

Mix and match the sessions you want to attend.

Monday, September 26 – Day #1

SCHEDULE	EVENTS		
7:30 AM - 8:30 AM	Registration & Breakfast		
8:30 AM - 9:30 AM	Mini-Niche Keynotes	Jeff Bruss: <i>Become a Media Superhero!</i> Adam Japko: <i>Social Media Marketing for Dollars!</i>	
10:00 AM - 11:00 AM <i>Session #1</i>	Foundational: Setting Up Your Revenue-Centric Website	Social Media Intro: Why the Heck am I Doing This?	E-Newsletter Mania!
11:30 AM - 12:30 PM <i>Session #2</i>	Advanced: Bundled Sales Action Plan	Advanced: Yes, There's an App for That!	E-Marketing Roundup
12:30 PM - 1:45 PM	Lunch & Dan McCarthy, Keynote		
2:00 PM - 3:15 PM <i>Session #3</i>	Foundational: Mobile Web Mojo	Facebook Bootcamp - A Good Kick in the Pants	Results, Results, Results! Measuring Engagement in Digital Advertising
3:45 PM - 5:00 PM <i>Session #4</i>	Advanced: Putting the "Social" in Social Media	Advanced: Build Your Audience Backwards	Digital Magazine Show & Tell
6:00 PM - 8:00 PM	Welcome Reception Party—Chicago Style!!!		

Sponsored by:



Tuesday, September 27 – Day #2

SCHEDULE	EVENTS		
8:00 AM - 9:00 AM	Breakfast & Digital Hot Topic Roundtables		
9:00 AM - 9:15 AM	Digital Blast-Off		
9:30 AM - 10:30 AM <i>Session #5</i>	Good SEO, Bad SEO - Killer Revenue Strategies	Online Editor = Revenue Generator!	Working with Media Buyers - Winning the Digital Proposal
11:00 AM - Noon <i>Session #6</i>	Twitter Bootcamp!	From Twitter to TV: Build a Winning Video Strategy	Online Promotion Explosion!
Noon - 1:15 PM	Lunch, Sponsor Giveaway Mania, & 20 Great Digital Ideas in 20 Minutes!		
1:30 PM - 2:45 PM <i>Session #7</i>	Great Apps Show & Tell	Online Only, on a Shoestring...	Video: The "Play Button" = Profits!
3:00 PM - 4:00 PM	Web-0-Rama! Expert Panel Review and Critique of 5 sites!!!		
5:00 PM - 6:30 PM	Video Party like it's 1999! (Eat, Drink and Shoot...)		

Wednesday, September 28 – Bonus Day

SEE PAGE 2

Mix and match the sessions you want to attend.

PUBLISHER'S
online
video
WORKSHOP

Wednesday, September 28 – Bonus Day

SCHEDULE

EVENTS

8:30 AM - 9:15 AM	Breakfast Keynote	Online Video 101 - An introduction to Online Video Production, Platforms, Technology, and Terminology	
9:15 AM - 10:15 AM	Why Video? Why Your Site Needs a Video Strategy		
10:45 AM - 11:45 PM	Online Video Monetization: Turning Viewers into Cash		
11:45 PM - 1:00 PM	Lunch Keynote	Steve Rosenbaum - In a World of Curators, Publishers can Lean the Way	
1:00 PM - 1:45 PM	Breakouts	Turning Writers and Editors Into Video Producers	Getting Seen: Using Video SEO to Get on that Coveted First Google Search Results Page
2:00 PM - 2:45 PM	Breakouts	Video Syndication and Aggregation Services: Getting Video on Your Site Without Creating it Yourself	Video + Social = Two Great Strategies that Work Great Together
3:00 PM - 4:00 PM	So What Do I Do Now? Ask the Experts!		