

Mix and match the sessions you want to attend.

## Sunday, September 19 – Pre-Conference

### SCHEDULE

### EVENTS

6:00 PM - 8:00 PM	Pizza & Beer Orientation Mixer
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## Monday, September 20 – Day #1

### SCHEDULE

### EVENTS

7:45 AM - 9:00 AM	Registration & Breakfast		
9:00 AM - 10:30 AM	Mini-Niche Keynotes	Eric Shanfelt: <i>Look Before Your Digital Leap</i> Ted Bahr: <i>Digital Dollars - Show me the Money!</i> Greg Fine: <i>Smartphones, iPads, &amp; More...Where Do We Go From Here?</i>	
TRACKS*	B2B	Consumer	Digital Wild Card
11:00 AM - Noon <i>Session #1</i>	B2B: Ad Sales Overview	Consumer: Ad Sales Overview	Social Media Shuffle
Noon - 1:00 PM	Lunch & New Digital Gadget Show-and-Tell Niche Style!		
1:15 PM - 2:30 PM <i>Session #2</i>	B2B: Totally Tactical Digital Sales Workshop	Consumer: Totally Tactical Digital Sales Workshop	Video Bootcamp
3:00 PM - 4:15 PM <i>Session #3</i>	B2B: Integrated Sales Mania	Consumer: Integrated Sales Mania	Niche Going Mobile
4:30 PM - 5:30 PM	Niche Digital Success Case Study Hour		
6:30 PM - 8:30 PM	Super Fun Welcome Reception		

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\* B2B Sales, Consumer Sales, and Digital Wild Card tracks are on Day 1 ONLY.

## Tuesday, September 21 – Day #2

### SCHEDULE

### EVENTS

8:00 AM - 9:00 AM	Breakfast & Digital Hot Topic Roundtable		
9:00 AM - 9:15 AM	Digital Blast-Off		
9:30 AM - 10:30 AM <i>Session #4</i>	Lead Gen: The Next Generation	Building Audience – Segmentation is Sexy	Digital Editions Secret Sales Sauce
11:00 AM - Noon <i>Session #5</i>	E-Newsletter – Easiest Revenue Generator Ever!	When Good Email Goes Bad	Digital Roundtable – Stump the Sales Superstars
Noon - 1:30 PM	Lunch & Sponsor Giveaway Mania		
1:15 PM - 2:45 PM <i>Session #6</i>	60 Digital Revenue Ideas in 60 Minutes!		
3:15 PM - 5:00 PM	Digital Nichees Party		