

BARKWORLD EXPO - Friday, August 20 Agenda

as of 6/1/10

| Start Time | Track | Session Title | Session Description | Speaker |
|------------|---------------------------------|---|--|--|
| 11:30 AM | Welcome & Opening | | What is BarkWorld Expo and Why are We Here? | Denise Quashie, BarkWorld Founder, @BarkWorld |
| 12:15 PM | Keynote | The Awww Factor & Beyond | Animals have always been fun to talk about in general, it's no wonder we're all talking about them online now, too! Whether we're bragging about our own pets (because ours are the cutest!), talking about new pet trends, or our pets have taken over our keyboards and started talking for themselves, pets in social media have become quite a buzz in the social media world. So, how and why should we – as pet lovers and enthusiasts – make an effort to go beyond the “Awww factor” to build awareness in this growing social media space? The online pet community definitely exists – now it's just a matter of diving in and inviting others to the pawty! | Natalie Malaschenko, PETCO, @petco, @natalieatpetco |
| 1:15 PM | Branding, PR & Marketing | Creating a Distinctive Social Media Voice | It's easy to start a Twitter stream or a Facebook page, but with an already crowded field, how do you distinguish yourself. It's important to create a distinctive voice that complements your overall branding. We'll look at distinctive voices that do it well -- and that miss the mark -- in the Pet World, and in other worlds, and analyze what works, what doesn't work, and how to determine what will work for you. | Catherine Ventura, @catherinventura |
| 2:00 PM | Collars & Leashes | All Dog Parks Are Not Created Equal: Finding the Best Social Media Platform for You | Just like there are plenty of scents to take in at the dog park, when it comes to social media the options can seem overwhelming! With so many social media applications like Facebook, Twitter, and LinkedIn, how do you pick the right one for you? We'll help you navigate your way through the dog park, and sniff out the social media platforms that will connect you with your ideal customer. | Lauren Spencer, Fetching Communications, @fetchinglauren |
| 2:00 PM | Branding, PR & Marketing | Using Social Media to Market Your Pet Business, or Similar | With this new age of virtual marketing, it's important to incorporate social media into your business marketing plan. In this session we'll review some case studies and discuss the ins and outs of this new strategy. By arming you with branding tips, guidance on how to measure your success and the importance of engaging and interacting you'll leave this session with direction on how to put these tips into place Monday morning. | Leslie May, Pawsible Marketing, @pawsiblemktg |
| 2:00 PM | Blogging, Podcast and Analytics | It's A Dog Eat Dog World: How Blogging Can Distinguish Your Brand | Join social media enthusiast and blogger, Shameeka Ayers, of The Broke Socialite for a session filled with tips and tricks on finding your voice through your blog, leveraging your blog to build your brand and how to use your blog to create face-to-face engagements. | Shameeka Ayers, The Broke Socialite, @brokesocialite |
| 2:45 PM | Branding, PR & Marketing | Promo a No-Go? How to Create Click-Generating Promotions with Meaningful Results | Is this thing on? The social media arena is a crowded – and noisy – place. So how do you make sure your message gets heard? By creating an engaging, eye-catching promotion that's easily executable online. That's just one of the things you'll learn in this session. You'll also discover pitfalls to avoid and how strong promotions can increase brand recognition while driving traffic to Twitter, Facebook...even your website. Case studies will include Halo's Stamps To The Rescue and more. | Emily Lux, EHL Creative, @ehlcreative |

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| 2:45 PM | The Dog Park | Being "Social" to Help Your Non-Profit | For non-profits and volunteers it's critical to be in the virtual space. In this session we'll discuss the approach non-profits can take in using social media tools like Facebook, Twitter and blogs to build awareness and community. | Melissa Libby, Melissa Libby PR, @melissal and @adoptgolden |
| 2:45 PM | Collars & Leashes | To Be Announced | | |
| 3:15 PM | Break | | | |
| 3:40 PM | Keynote | Dealing with Social Media Meanies: Risks and Benefits of Putting Yourself Out in Cyberspace | What do you say via social media and is it worth it? Social media is a great outreach tool, but the first step is to listen. For small brands, large brands and even pet owners it's important to be present in this space to monitor both positive and negative feedback. But, in this instant world you must have the tools to combat the naysayers and the know-how to relish in the compliments about you and the products and services you and your pets love. | Carie Lewis, Humane Society of the United States, @cariegrls and @humanesociety |
| 4:45 PM | The Dog Park | Networking Activity | | Taryn Pisaneschi, TSP Marketing, @tarynp |
| 5:30 PM | Day 1 Wrap Session | | | |