



FRIDAY, AUGUST 20 – Agenda & Session Descriptions

10:00 AM – Registration Open

11:00 AM – Lunch Reception

11:30 AM – Welcome & Opening

Denise Quashie of Events By Canvas and BarkWorld Founder, @BarkWorld

12:15 PM – Keynote

The Awww Factor & Beyond - Natalie Malaszenko, PETCO, @petco, @natalieatpetco

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!

1:15 PM Branding, PR & Marketing

Creating a Distinctive Social Media Voice – Catherine Ventura, Venn Diagram, @catherinventura

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.

2:00 PM Collars & Leashes

All Dog Parks Are Not Created Equal: Finding the Best Social Media Platform for You – Lauren Spencer, Fetching Communications, @fetchinglauren

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.

BarkWorld Track Definitions:

Collars & Leashes – The nuts & bolts

The Dog Park – Community involvement, networking, charity, showcases

Branding, PR & Marketing – Promotion, brand development, monetizing, distinction

Blogging, Podcast and Analytics – Blogging 101, 201 and analyzing statistics for sites and/or blogs

BarkWorld's FRIDAY, AUGUST 20 – Agenda & Session Descriptions, continued

2:00 PM Branding, PR & Marketing

Using Social Media to Market Your Pet Business, or Similar – Leslie May, Pawsible Marketing, @pawsiblemtg

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 both online and offline you'll leave this session with direction on how to put these tips into place Monday morning.

2:00 PM Blogging, Podcast and Analytics

It's A Dog Eat Dog World: How Blogging Can Distinguish Your Brand – Shameeka Ayers, The Broke Socialite, @brokesocialite

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.

2:45 PM Branding, PR & Marketing

Promo a No-Go? How to Create Click-Generating Promotions with Meaningful Results – Emily Lux, EHL Creative, @ehlcreative

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.

2:45 PM The Dog Park

Being "Social" to Help Your Non-Profit – Melissa Libby, Melissa Libby PR, @melissal and @adoptagolden

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.

2:45 PM Collars & Leashes

Charlotte Reed, Pet Expert

Calling all pet owners... bring your pet questions to this interactive session with published pet expert, Charlotte Reed. Charlotte is the author of "The Miss Fido Manners Complete Book of Dog Etiquette", is PEOPLEpets.com's Petiquette columnist, and is the Money Saving Pet Tips blogger for AllYou.com. As you can imagine, Charlotte will have a lot of great tips to share with pet owners from social media to pet care to transforming your love for pets into a successful business model. Gather your questions and get ready to be informed!

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BarkWorld's FRIDAY, AUGUST 20 – Agenda & Session Descriptions, continued

3:15 PM Break and Chat Live on the Radio with Denver Dog Works

Dr. Robert Forto, @denverdogworks, of Denver Dog Works will air his Dog Doctor radio show live during BarkWorld! Be interviewed and chat live with listeners from around the country!

3:40 PM Keynote

Dealing with Social Media Meanies: Risks and Benefits of Putting Yourself Out in Cyberspace – Carie Lewis, Humane Society of the United States, @cariegrls and @humanesociety

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.

4:45 PM The Dog Park

Networking for Pet Lovers - The secrets you need to extend your online presence, business and brand OFFLINE – Taryn Pisaneschi, TSP Marketing, @tarynp

Join networking guru Taryn Pisaneschi as she delivers the secrets to networking for success offline in a fun-filled, interactive session. Continue building relationships for fun, business and/or education in a face-to-face setting.

5:30 PM Day 1 Wrap Session

8:00 PM (or dusk) Movie in the Park

Bring you blankets, popcorn and pets and join us in Central Park (inside of Atlantic Station) for a fun pet film – Best in Show



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