

BARKWORLD EXPO - Saturday, August 21 Agenda

as of 6/1/10

Start Time	Track	Session Title	Session Description	Speaker
8:30 AM	Keynote	I See Fido...On Twitter?!?!	Has Twitter gone to the dogs, cats, frogs and hedgehogs? Since starting a Twitter account for my dog, James Bond, it certainly seems so. The animal community on Twitter grows every day. So why would someone decide to Tweet like this? We'll explore the many benefits of getting involved in the animal community on Twitter, how to showcase your pet's personality, how to get started and how to manage all of your pet's new friends.	Sloane Kelley, BFG Communications, @sloane Kelley, @jamesbondthedog
9:30 AM	Branding, PR, Marketing & Sales	Making Money in Social Media	Description to be announced	Natalie Malaschenko, PETCO, @petco and @natalieatpetco, and Rick Rockhill, Natural Balance, @rickrockhill and @naturalbalance
9:30 AM	Blogging, Podcast and Analytics	When 140 Characters Just Isn't Enough: How a Pet Tweeter Can Become a Successful Blogger	Want to blog but don't know what makes a good pet blog? In this session we'll discuss how a tweeter can evolve into a successful blogger and how to monitor your analytics. We'll examine some pet blogs that are doing it right and some that aren't hitting the mark. You'll walk away with key tips to get your blog started successfully and even tips on how to correct some mistakes your current blog may have.	Kimberly Turner, Regator, @kimber_regator
9:30 AM	Collars & Leashes	Pets on the Move: Utilizing Mobile Marketing to Enhance Your Virtual Presence	Do you "foursquare"? By utilizing mobile applications like Foursquare, Groupon and Scoutmob business are monetizing their online brands. But, how do pet business and pet owners connect virtually with these applications? In this session we'll uncover ways pet business can make virtual, mobile, connections and how pet owners can stay informed on brands that are leading the pack in this new age marketing.	Dana Runimas-Plazyk, @Niqqi
10:00 AM	Break			
10:15 AM	The Dog Park	All I Need to Know About Social Media (and Life) I Learned From My Cat	There are nine truths to social media - can you guess what they are? In this session we will uncover the "keys" to social media success that align beautifully and subtly with the keys to success in life. Golon will describe the nine keys through her own experience engaging with other consumers, animal rescues and businesses in the online pet community, where she's raised nearly \$37K in a year through her blog, Twitter and Facebook.	Caroline Golon, @romeothecat
11:00 AM	Branding, PR, Marketing & Sales	A Kitchen Table Discussion with Social Media Experts: Growing Pet Social Media in a Technology Driven Space	Join social media experts in a discussion about pet social media tapping into a technology generated space. How can we, as pet owners, continue to build this online community and be recognized as thought leaders, sane pet owners and gain the needed information to succeed.	James Andrews, Everywhere and CNN Contributor, @keyinfluencer Carie Lewis, HSUS, @carielrsls and @humanesociety Dr. Robert Forto, Denver Dog Works, @denverdogworks and more to be announced!
12:00 PM	Lunch, Exhibits & Demos			

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3:10 PM	Contest Giveaways			
3:30 PM	Keynote	1:1 Conversation with Lynn Haigh, founder of PawPawty.com	Description to be announced	Lynn Haigh, PawPawty, @frugaldougal
4:15 PM	The Dog Park	Anipal Show & Tell	Join this fast-paced, barcamp styled session to see what pets are doing with social media. Pet owners will have 5-10 minutes to showoff the cool and clever things their pet is doing online. Pet books, a Twitter band, charity fundraising pups, YouTube sensations and more will all be showcased! Contact us if you'd like to be added to this unique lineup of socially savvy pet owners.	Pets Confirmed: @ShibberingC, @ChetTheDog, @Niqqi, @ImaJackRussell, @AnipalTimes, Chili Dawg (Facebook) and more!
5:30 PM	Day 2 Wrap Session			
7:00 PM	BarkUp Social featuring the Shibbering Cheetos			