



Below is the list of our August 20-22, 2010 BarkWorld Conference & Expo Speakers and & Session Titles

Please view www.barkworldexpo.com for our current list of speakers.

1. *The Awww Factor & Beyond* - Natalie Malaszenko, PETCO, @petco, @natalieatpetco
2. *Creating a Distinctive Social Media Voice* – Catherine Ventura, Venn Diagram, @catherinventura
3. *All Dog Parks Are Not Created Equal: Finding the Best Social Media Platform for You* – Lauren Spencer, Fetching Communications, @fetchinglauren
4. *Using Social Media to Market Your Pet Business, or Similar* – Leslie May, Pawsible Marketing, @pawsiblemtg
5. *Promo a No-Go? How to Create Click-Generating Promotions with Meaningful Results* – Emily Lux, EHL Creative, @ehlcreative
6. *Being "Social" to Help Your Non-Profit* – Melissa Libby, Melissa Libby PR, @melissal and @adoptagolden
7. Q&A with Charlotte Reed, Pet Expert
8. *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
9. *Networking for Pet Lovers - The secrets you need to extend your online presence, business and brand OFFLINE* – Taryn Pisaneschi, TSP Marketing, @tarynp
10. *I See Fido...On Twitter?!?!*
Sloane Kelley, BFG Communications, @sloanekelley; @jamesbondthedog
11. *Making Money in Social Media*
Natalie Malaszenko, PETCO, @petco @natalieatpetco, and Rick Rockhill, Natural Balance, @rickrockhill @naturalbalance
12. *When 140 Characters Just Isn't Enough: How a Pet Tweeter Can Become a Successful Blogger*
Kimberly Turner, Regator @kimber_regator
13. *Pets on the Move: Utilizing Mobile Marketing to Enhance Your Virtual Presence*
Dana Runimas-Plazyk, @Niqqi
14. *All I Need to Know About Social Media (and Life) I Learned From My Cat*
Caroline Golon, @romeothecat

15. Yes My Rabbit Tweets. No, I'm not crazy!

- a. Panelists:
 - b. James Andrews, Everywhere and CNN Contributor, @keyinfluencer
 - c. Lynn Haigh, PawPawty.com, @FrugalDougal
 - d. Carie Lewis, HSUS, @cariegrls, @humanesociety
 - e. Tamika Goins, Doggie Aficionado and Pooch City
- Moderator: Diane Silver, Freelance PR, @cosmohavanese

16. 1:1 Conversation with Lynn Haigh, founder of PawPawty.com, @frugaldougal

17. The Anipal Show & Tell

- a. The Shibbering Cheetos – The first-ever Twitter band! @ShibberingC
- b. Spencer Quinn – New York Times Bestselling Author for the Chet the Dog Series, @ChetTheDog
- c. Cheryl Lawson – Self-published pet author & Twitter rockstar! @ImaJackRussell
- d. The Anipal Times – Heather King & Brutus the Dane Managing Editor of the first-ever newspaper written by pets, for pets! @AnipalTimes
- e. Sherrelle Kirkland-Andrews & James Andrews discussing their Facebook & Livestream-savvy doggy Chili Dawg