



BLOGGY BOOT CAMP



9:00 Welcome: Evergreen 3-4 — TIFFANY ROMERO & FRANCESCA BANDUCCI

9:10 Growing a Lifestyle Blog

JENNY INGRAM

Are you blogging without a niche? Jenny from the popular blog “Jenny on The Spot” offers insight on how to grow a lifestyle blog after spending years stumbling about, rolling up her sleeves and drinking the proverbial Kool-Aid. Jenny will offer pro tips on using Twitter, Facebook, and vlogging to promote your site and your brand.

10:00 6 Essential Things Every Blogger Must Know About Monetizing A Blog, Or How to Write Pitches That Work

CAROL SCHILLER

Everyone wants to know how to monetize their blog, but most sessions are long on general principles and short on specifics. Wouldn't it be nice to know specifically what type of language and pitch structure really works? During Carol's session, you'll learn how to capture a brand's attention, write a winning pitch, and ask for money in a professional, no nonsense way.

10:45 Invisalign, Mom Ambassador Program Overview

JAMI BEATON EIDSVOLD, GOLD PR

11:00 Break

11:30 The Writer's Voice

DENAE HANDY

Whether you consider yourself a serious writer who is destined to be published, or simply enjoy blogging for connections, your voice matters. A published author and blogger, DeNae breaks down the nuts and bolts of creating content in your unique voice.

12:15 Lunch Sponsored by SONY: Maxi's Ballroom

SONY
make.believe





BLOGGY BOOT CAMP



1:00 BREAK OUT SESSIONS

Business of Blogging

- LAWk & Load: Mastering Contracts and Legal Basics — SARAH HAWKINS
- Top 10 Tips For Running a Business Online — LISA LEONARD
- Don't underestimate your influence. It's more than pageviews. — JYL JOHNSON PATTEE

Writer's Workshop:

- Utilize writing exercises to understand how to write for your audience and find your voice — KATHY BOUSKA AND DENAE HANDY

2:45 Bright Ideas Program Overview

DAVID MIRASSOU, WINEMAKER, MIRASSOU WINERY

2:55 Networking Break — Meet the brands, chat with friends and network!

3:20 Taming Time: Creating Calm from Chaos.

MARLYNN SCHOTLAND

Ever wonder how some women seem to “do it all”? The key is finding balance. Marlynn, a working mom, blogger, mentor and social media consultant, discusses simple tools and strategies that can help create more balance in this crazy thing called life.

4:00 Closing Keynote Address

SHELIA TAN, CHIEF MARKETING OFFICER AND VICE PRESIDENT OF MARKETING AND PRODUCT INNOVATION AT ALIGN TECHNOLOGY

4:30 Closing Q&A — TIFFANY ROMERO & FRANCESCA BANDUCCI



Wine Tasting Party: 5:30 pm

Come join us in Maxi's Ballroom

while we taste fabulous wines from Mirassou Winery.

Social Media Reference Guide:

Conference Hashtag: #BBCSEA

Sponsors: facebook.com/MirassouWinery, facebook.com/SonyElectronics, facebook.com/InvisalignTeen

Sponsor Twitter IDs: @CollectiveBias, @Truvia, @SonyElectronics, @Invisalign, #Mirassou

Speaker Twitter IDs: @JylMomIF (Jyl Johnson Pattee), @JennyOnTheSpot (Jenny Ingram), @DesignMama (Marlynn Schotland), @LisaLeonard, @FedExMyLife (DeNae Handy), @Saving4Someday (Sara Hawkins), @CarolSchiller, @MamaKatsLosinit (Kathy Bouska), @TiffanyRom (Tiffany Romero), @SITSGirls (Francesca Banducci)