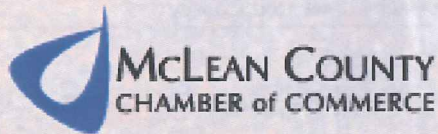


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# @MIDWEST

GETTING PRACTICAL WITH CENTRAL ILLINOIS'  
HOTTEST SOCIAL MEDIA CONFERENCE



FEATURING MANA IONESCU JOE STRUPEK BARBARA ROZGONYI JILL SALZ-  
MAN JOSH SHULL BARBARA MALDONADO JAY KRALL KAREN HANRAHAN  
BRIAN HUONKER PETE MOORE MICHAEL GIZZI GENE BRUCKER MARCUS  
BAILEY RYAN DENHAM RC McBRIDE MATTHEW NEWELL NATHAN HINCH  
STEVE ROBINSON SCOTTY BEVILL DAVID MURRAY ERIC OSTERMAN TIM JAHN  
HOPE FOSTER-REYES JESSICA FUNCANNON

Program Guide



**7:00 - 8:00** Registration / Networking

**8:00 - 8:30** Gather In Auditorium,  
Welcome From Marty Vanags **Auditorium**

**8:30 - 9:30**  
**Barbara Rozgonyi** **Keynote - 3D Social Media; WIRED To Advance To The Next Level** **Auditorium**

Start Me Up

I Know Enough To Be Dangerous

That's So 2010

**9:45 - 10:45**

Michael Gizzi  
Gene Brucker  
RC McBride  
Marcus Bailey  
Ryan Denham  
How Social Media Transforms The Relationship Between Local Media And The Consumer Of News. (Panel) 2204/5

Jill Salzman  
Cultivating Your Fan Base - How To Keep 'Em After You Find 'Em **Auditorium**

Barbara Maldonado  
Mobile Marketing 2210

Steve Robinson  
5 Keys To Email Marketing 2101

Brian Huonker  
Media Relations Or Media Disasters 2102

Hope Foster-Reyes  
Privacy And Behavioral Targeting: Find Your Audience Without Breaking The Rules 2206

**11:00 - 12:00**

Josh Shull  
Facing Facebook 2102

Barbara Maldonado  
LinkedIn 2210

Nathan Hinch  
Don't Check Your Common Sense At The Door-Legal Considerations Of Social Media Use. 2206

David Murray  
How To Build Your Content Bubble 2101

Matthew Newell  
No One Cares You're On Twitter - The Anti-Climax Of Social Media 2204/5

Eric Osterman  
The Engine Of Facebook **Auditorium**

**12:00 - 1:00**  
**LUNCH**

Box lunches will be available in 2nd floor atrium and you are welcome to sit and eat in any of the classrooms. Sorry, no food or beverages in the auditorium.

**1:00 - 2:00**

**Joe Strupek**

**Keynote - Buzz Is For Bees - The Reality Of Cloud Conversations As It Relates To You, Your Business, Or Your Company**

**Auditorium**

**2:15 - 3:15**

Josh Shull  
Tackling Twitter 2102

Karen Hanrahan  
Blogging: Be The Expert Only You Can Be 2206

Pete Moore  
Feedback Looping: Aligning Your Traditional And Social Media Strategies 2101

Steve Robinson  
Using Email Marketing & Social Media For Maximum Impact **Auditorium**

Scotty Bevill  
Producing Effective Videos For Social Media 2204/5

Jay Krall  
Assessing The Relevance Of Social Media Metrics: An Approach To Goal-Oriented Measurement 2210

**3:30 - 4:30**

**Mana Ionescu**

**Keynote - Crowdsourcing the Brand - How To Get Social Media Buzz Through User-Generated Content**

**Auditorium**

**4:30 - 5:30**

Round Table  
Start Me Up - Ok, Where Do I Begin? **Auditorium**

Jessica Funcannon  
Karen Hanrahan  
Going Viral 2101

Tim Jahn  
How To Use Interviews To Grow Your Blog Traffic 2210

Round Table  
Time To Decompress (For Mid-Advanced Topics) 2102

- **Wireless Access: username: visitor6 password: Cd2GqAzD**
- Tweet about the event while you are here using this tag - **#atmw**
- Post-conference networking and happy hour - Fat Jack's in downtown Bloomington
- Conference survey coming to you soon in an email.  
We value your feedback!