YouToo Social Media Tentative Conference Outline

8-8:30 a.m.

Registration and Continental Breakfast
Free book: *Pre-Commerce: How Companies and Customers are Transforming Business Together*

By Bob Pearson, Chief Technology and Media Officer for WCG Worldwide – *Pre-Commerce* explains how the exploding use of social media channels has fundamentally changed the way customers go about making their purchasing decisions, how they educate themselves and why they choose to support certain brands above others. The book offers a step-by-step process for leaders to apply this knowledge to begin transforming their companies, right now.

8:30-8:45 a.m.

Welcome/Opening Remarks

8:45-9:45 a.m.

Opening Plenary - Scott Chapin, Marcus Thomas
"Mobile Marketing – today's opportunities, tomorrow's challenges"
Mobile technologies have undoubtedly taken over our lives. As PR and marketing professionals, making sense of all of the platforms and measurement tools can be dizzying. Mobile marketing presents opportunity to reach consumers where they live, where they work and where they play, but this much flexibility comes with many challenges – multiple platforms, small interfaces, rapidly evolving tools. The kickoff of the YouToo Social Media Conference will present some of the challenges and opportunities in mobile today, preparing everyone of a day of extended learning from industry experts.

10-11:15 a.m.

Breakout #1 (Conference attendees select from two breakout sessions during this time slot.)
1. - **"The Future of Mobile"** - Presented by Dan Young, DXY Solutions
Young will discuss effective mobile technology campaigns as part of a larger PR or marketing campaign. Mobile technology is more than simply the devices we use to send text messages, check our email or call our friends. This technology has quickly evolved into the glue that binds us together;

it is a catalyst that moves our society forward. By understanding how we use our technology helps us better estimate the future of mobile technology. My presentation will explore higher-level concepts behind the technology and the companies driving its evolution.

2. **"Audience Evolution - Where Does the Audience Find Your Media"-** Presented by Michael Pranikoff, PR Newswire
Pranikoff will discuss how mobile technology is (re)shaping the media distribution industry while incorporating key points from the study. Where audiences get their media is changing rapidly. These changes depend on the type of content you are pushing and to whom you want to be receiving that content. Michael will talk about how these can work with your message and how PR & Marketing departments are beginning to look and work a lot more like Agile Developers.

11:15 a.m.-12:30

Lunch and Keynote –

11:15 a.m.-12:30 p.m.	**"Developing a Best Practices Approach to Social Media Measurement"** - Presented by Chuck Hemann, Director, Analytics at WCG

For years, communicators have struggled to understand what metrics they should use to define the success of their programs. That struggle has now made its way into social media. Chuck Hemann will cover:

- How as social programs achieve higher levels of sophistication, measurement will become even more critical in order to understand what has or hasn't worked and how program tactics can be altered.
- How to come up with the right metrics to measure success.
- How to build an index to measure your communications programs more holistically.

12:30-12:45 p.m.

Dessert Reception and book signing
Signing of the free book: *Pre-Commerce: How Companies and Customers are Transforming Business Together.*

1-2 p.m.

Panel Discussion – **User experience design and how it intersects with PR in a mobile technology campaign**
The importance of User Experience Design (UXD) in public relations is becoming more apparent as agencies seek team members who can do more than build a website; they want people with the unique ability to create a positive *experience* for their clients (via their clients' websites, mobile apps, etc.). UXD professionals produce interfaces that users enjoy using and that help organizations meet

business goals. They do this by addressing the structural, informational, psychological and emotional aspects of what makes a successful user interface, whether it's web, mobile, tablet or any other device. In addition, PR and UXD start from a similar platform in that both seek to understand audiences, identify business objectives and measure outcomes, for example.

2-3 p.m.

Breakout #2 (Conference attendees select from two Breakout sessions during this time slot.)
1. **"The Fear of Analytics"** – Presented by Matt Bailey, Site Logic
Most people have an extreme fear of analytics. Both viewing an analytics interface as well as trying to gain information are intimidating. Much less, trying to find what is important. In this session, Matt Bailey uncovers the mystery behind analytics, and making it work for you, rather than against you. With only a few tweaks within Google Analytics (or other analytics programs) you can uncover a wealth of information that will provide specific direction for improvement and more business.

2. **"Making Measurement Real"** – Presented by Sean Williams, Communication AMMO
In this one-hour session, you'll learn a strategic planning tool, then apply it to a case study and create a measurement plan. Here's a chance to explore the right metrics for a variety of situations, the creation of measurable objectives and avoiding the measurement morons.

3:15-4 p.m.

Wrap up – **"What's it all mean? What's next?" Panel discussion** – Karl Fast, Kent State University; Sean Williams, AMMO; Scott Chapin, Marcus Thomas