

Master Class (M/C) registration begins at 7:30am, Event Registration begins at 9:00am

M/C Registration	7:30 – 8:00	Check in for your Master Class, Visit Vendors and settle in for a Great day of learning			
AM Refreshments	7:30 - 8:00	Coffee, Water, Lemonade, Iced Tea (All Day)			
Master Classes	8:00–10:00	The Instagram Advantage Presented by Vanessa Cabrera	Profiting from Google Ads: How to Create, Track, and Measure Campaigns for Maximum Returns Presented by Elijah Litscher	How To Effectively Use Email Marketing in an Inbound Marketing Program Presented by Cathy Cain-Blank	Create a Digital Marketing Plan Presented by Virginia Weiskopf
Event Registration	9:00-10:00	Check in for Keys Conference, Visit Vendors and Sponsors			
Session 1	10:15–11:15	Blogging for Business Presented by Elaine Rau	YouTube for Business Presented by Eddie Clarke	LinkedIn for Business Presented by Ryan Wilson	Creating Facebook Ads that Will Convert Presented by Deanna Fusillo
Session 2	11:30-12:30	Instagram for Business 101 Presented by Vanessa Cabrera	Telling Your “Business Story” Presented by TBD	Your Digital World Presented by Virginia Weiskopf	Reaching Your Customers Online with Google Presented by Erin Bemis
Lunch	12:30-1:00	Boxed Lunch – Vendor Break - Promos			
Keynote	1:00-1:45	Google			
Session 3	2:00 –3:00	Live: Facebook, YouTube & Instagram Presented by Virginia Weiskopf	Email Marketing Presented by Cathy Cain-Blank	Brand Your Company Presented by TBD	Practical SEO for 2019 Presented by Elijah Litscher
Panels	3:15 -4:15	Email Marketing Panelists: Vanessa Cabrera, Cathy Cain-Blank & Kelly Carpenter		Social Media Marketing Panelists: Virginia Weiskopf, Elaine Rau & Elijah Litscher	
Networking	4:15 -	Final Visit with Speakers, Vendors and Sponsors			

The Speakers and Sessions Topics Subject to Change

--These are topics only - more specifics to follow--