

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			
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 – A Case Study Presented by Edie 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	How to get Reviews & what they mean to your Business Presented by Emily Washcovick	GO Live: Facebook, YouTube & Instagram – Panel of Experts Moderated by Virginia Weiskopf	Reaching Your Customers Online with Google Presented by Dave Delany
Lunch	12:30-1:00	Boxed Lunch – Vendor Break - Promos			
Keynote	1:00-1:45	Telling Your Brand Story – Presented by Barbara Rozgonyi			
Session 3	2:00 –3:00	Create your Digital World Presented by Virginia Weiskopf	Email Marketing Presented by Cathy Cain-Blank	TBD Presented by SCORE	Practical SEO for 2019 Presented by Elijah Litscher
Panels	3:15 -4:15	Q & A Panel: Email Marketing Panelists: Vanessa Cabrera, Cathy Cain-Blank & Kelly Carpenter		Q & A Panel: 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--