

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

<b>M/C Registration</b>	7:30 – 8:00	Check in for your Master Class, Visit Vendors and settle in for a Great day of learning – <b>ALL ACCESS Tickets</b>			
<b>Master Classes</b> <b>ALL ACCESS Tickets</b>	8:00–10:00	<b>The Instagram Advantage: Understanding why Hashtags Matter, Instagram Stories</b>  Presented by Vanessa Cabrera	<b>Profiting from Google Ads: How to Create, Track, and Measure Campaigns for Maximum Returns</b>  Presented by Elijah Litscher	<b>How to Effectively Use Email Marketing in an Inbound Marketing Program</b>  Presented by Cathy Cain-Blank	<b>Create a Digital Marketing Plan: Awareness, Engagement, Conversion</b>  Presented by Virginia Weiskopf
<b>Event Registration</b> for Keys Conference	9:00-10:00 Check in	<b>Conference Tickets</b> – Access to all Sessions below, Keynote and Panels <b>VIP Conference Tickets</b> – Access to the VIP speakers Lounge			
<b>Session 1</b>	10:15–11:15	<b>Blogging for Business</b>  Presented by Elaine Rau	<b>YouTube for Business – A Case Study</b>  Presented by Edie Clarke	<b>LinkedIn for Business</b>  Presented by Ryan Wilson	<b>Creating Facebook Ads that Will Convert</b>  Presented by Deanna Fusillo
<b>Session 2</b>	11:30-12:30	<b>Instagram for Business 101</b>  Presented by Vanessa Cabrera	<b>How to get Reviews &amp; what they mean to your Business</b>  Presented by Emily Washcovick	<b>GO Live: Facebook, YouTube &amp; Instagram – Panel of Experts, Moderated by Virginia Weiskopf</b>	<b>Reaching Your Customers Online with Google</b>  Presented by Dave Delaney
<b>Lunch</b>	12:30-1:00	Boxed Lunch – Great time to visit the Vendors			
<b>Keynote</b>	1:00-1:45	<b>Telling Your Brand Story: How to Transform Your Brand’s Fables into Fortunes</b> Presented by <b>Barbara Rozgonyi</b>			
<b>Session 3</b>	2:00 –3:00	<b>Is Your Website Ready for 2019</b>  Presented by Virginia Weiskopf	<b>Mastering Email Marketing</b>  Presented by Cathy Cain-Blank	<b>TBD</b>  Presented by SCORE	<b>Practical SEO for 2019</b>  Presented by Elijah Litscher
<b>Panels</b>	3:15 -4:15	<b>Q &amp; A Panel: Email Marketing</b>  Panelists: Vanessa Cabrera, Cathy Cain-Blank & Kelly Carpenter		<b>Q &amp; A Panel: Social Media Marketing</b>  Panelists: Virginia Weiskopf, Elaine Rau & Elijah Litscher	
<b>Networking</b>	4:15 - ....	Final Visit with Speakers, Vendors and Sponsors			