



Wednesday, January 20th

Arrive in SLC: _____

Transportation: _____

Check in: 2-6pm

Early Bird Session 1: 3-4pm

- *Creating Your Vision and Setting Actionable Goals
- *Workflow to Wow

Early Bird Sessions 2: 4:15-5:15pm

- *Fail Big!
- *Designing a Life You Love

Sponsor Dinner: 6:30pm

Where: _____

Transportation: _____

Thursday, January 21st

Breakfast plans: _____

Hallway Help Desks: 8am-12pm

- *Ask a Copy Writer
- *Ask a Financial Adviser

Opening Keynote: 9-10:30am

Breakout Session 1: 11am-12:30pm

- *How to Find Your Way to Your Dream Job
- *Everything You Need to Know to Become a Periscope and Snapchat Pro
- *Becoming a Pro at Working With Brands

Hallway Help Desks: 12-4pm

- *Ask a Designer
- *Ask a Creative Problem Solver

Lunch & Keynote: 12:30-1:55pm

Breakout Session 2: 2-3:30pm

- *Instagram: Growth Strategies and Better Images
- *The First Steps to Making Money with Your Blog
- *Growing Your Community

Roundtables: 4-5:30pm

- *How to: Get a Book Deal, Make the Book, and Promote the Book
- *Creating GREAT Blog Tutorials (Crafts & DIY)
- *All About the Google AdWords Keyword Planner
- *Here's a Technical Overview of Your Website
- *You Should Be Teaching an Online Class

Roundtables cont.

- *Schedule Out the Chaos
- *Don't Get Stuck; The 7 Stages of Business and How to Get to the Next Level
- *Reframing the Metrics You Use to Define Your Success
- *The Power of Positioning
- *Write a Book Proposal That Can't Be Ignored
- *How to Create a Media Kit and Advertising Rates
- *How to Run a Successful Kickstarter Campaign
- *How to Work With Traditional Media to Grow Your Brand
- *What You Need to Know to Hire a Website Designer
- *Find Your Sparkle on LinkedIn
- *Finding Your Niche or Defining Your Brand Within the Giant Blogosphere
- *Story-Based Analytics
- *The Business of Blogging
- *Brand Collaborations 101

Design Camps: 4-5:30pm

- *How to Work Less and Reach More People
- *Thinking Outside of the Blog: Podcasting 101
- *Get Into Video!

Meet & Greet: 5:30-6:30pm

Starry, Starry Night Party: 7-10pm