



Monday, February 26th

Arrival/Transportation info: _____

Outfit/Accessories: _____

CHECK IN/WELCOME PARTY: 1-6pm

TOURS: 1:30pm

BOOT CAMPS: 2-3:15pm

Advanced Email Marketing

Sago Room

Affiliate Marketing for Beginners

Agave Room

WORKSHOP: 2:30-3:30pm

How to Rock Alt Summit

Rocco's

WORKSHOP: 3-4:30pm

Modeling--Becoming a Model for Your Blog

Palmetto Room

BOOT CAMPS: 3:30-4:45pm

Email Marketing for Beginners

Sago Room

Advanced Affiliate Marketing

Agave Room

WORKSHOP: 3:45-4:45pm

Courageous Conversations--Speaking Up for Social Change

Rocco's

DINNERS AROUND TOWN: 6-8pm

Dinner Details: _____

Outfit/Accessories: _____

Tuesday, February 27th

Outfit/Accessories: _____

YOGA: 7-8am & 8-9am

Yoga Room

BREAKFAST: 7:30-9am

Palmetto Patio

OPENING KEYNOTE: 9-10am

Pool

BREAK: 10-10:30am

HELP DESKS: 10am-12pm

Product Design & Manufacturing

Raising Money

Bocce Area Patios

BLOCK 1: 10:30am-12pm

Panel: Next Level Shoppable Content

Sago Room

Panel: Online Store, Brick & Mortar Stores--

Creating a Brand That Exists Beyond Instagram

Agave Room

Workshop: Efficiency--Work Smarter, Not Harder

Rocco's Room

Workshop: Photography--Shooting Interiors

Palmetto Room

LUNCH: 12-1:30pm

Pool

BLOCK 2: 1:30-2:30pm

Presentation: Focus on Growth

Sago Room

Panel: Brands & Influencers: Predictions for the Next Twelve Months

Agave Room

Workshop: The Anatomy of Your Social Media Plan

Rocco's

Workshop: Photography--Flat Lays & iPhone Photos

Palmetto Room

BREAK: 2:30-3pm

HELP DESKS: 2:30-4:30pm

Ask a Stylist

Graphic Design

Bocce Area Patios

BLOCK 3: 3-4:30pm

4x20 Keynotes: Checking Email on the Toilet

How to Get Out of Your Own Way

Limited Resources?

On Being a Hermit Entrepreneur

Sago Room

Public Pitch with JOANN

Agave Room

Workshop: Negotiation & Proving Influence

Rocco's Room

Workshop: New Ways of Thinking

Palmetto Room

Dinner Plans: _____

LATE NIGHT CHURROS: 8:30PM

Palmetto Patio Fire Pits

Wednesday, February 28th

Outfit/Accessories: _____

YOGA: 7-8am & 8-9am

Yoga Room

BREAKFAST: 7:30-9am

Palmetto Patio

BLOCK 4: 9-10:30am

4x20 Keynotes: Using Social Media to Jumpstart Your Brand into a Big Business

Niche Markets

Multi-Passionate: How to Align Your Passions Into a Cohesive Brand Strategy

Self Care for Online Influencers

Sago Room

Workshop: Daily Prompts

Rocco's Room

Workshop: Be the Boss and Get What You Want

Palmetto Room

Roundtables

Agave Room

1. The Anatomy of a Yay Day

2. Campaign Reporting

3. How to Structure Your Blogging-life Into Your Real-life so You Can Get Stuff Done

4. Launching Into the Digital World When You Aren't the Primary Demographic

5. Leveraging Partnerships and the Power of Collaboration.

6. How to Transition from a Sponsored Content Model to Digital Product & Digital Courses Model

7. Career Manifestation

8. How To Show Your Hustle

9. Why Creative Entrepreneurs NEED To Be Creating Original Video (and how to make it happen)

10. The Tools: business plans, elevator pitches, market forecasting and basic financial templates

11. Niche Blogging and the Power of Narrowing Your Audience

12. No Fail Negotiation

13. Life Hacks: The lessons I've learned throughout my entrepreneurial journey from getting fired to interviewing celebrities, to attending Michelle Obama's White House Summit

(Roundtables continued →)

(continued)

14. PRO Hashtag Tips!

15. Sometimes You Shouldn't Quit Your Day Job

HELP DESKS: 9:30-11:30m

Product Manufacturing

Blogging

Bocce Area Patios

BREAK: 10:30-11am

BLOCK 5: 11am-12:30pm

Panel: Instagram Growth

Sago Room

Workshop: Weekly Photo Challenge

Rocco's Room

Workshop: Maker Break

Palmetto Room

Roundtables

Agave Room

1. Turning Blogging Weaknesses into Strengths

2. How to Create a Product Based Business

3. Stop Living in Fear and Live the Life you Want

4. DSLR Camera Basics for Business Owners

5. The Art of the Start!

6. Art Journaling 101

7. How to Provide a Delightful Customer Experience

8. Planning a Year's Worth of Social Media Content in One Weekend

9. Systems to Flow

10. How to License your Art to Companies

11. How to Up Your Video Game

12. Solve the Problem that's been Plaguing You for 9 Months in 90 Minutes or Less

13. Site Redesign on a Budget and Design Tips that Will Drive More Engagement

14. How to Put Together a Mastermind and Why You Need One

15. Twelve 30-Day Mini Resolutions to A Whole New Business

LUNCH: 12:30-2pm

Pool

BLOCK 6: 2-3:30pm

Public Pitch with Alaska Airlines

Sago Room

Workshop: Hustle

Rocco's Room

(Block 6 continued →)

(continued)

Workshop: ALTer Your World

Palmetto Room

Roundtables

Agave Room

1. Finding Your Voice and Styling Your Dream Life

2. Creating Authentic Content

3. When Corporate Meets Creative

4. Subscription Commerce

5. Creating Content for Other Sites

6. Mentors & Advisors

7. Quit Guessing. Use Story-Based Analytics to Make Calculated Decisions about Your Social Media

8. How To Work With Brands

9. Double Your Income! How to Pitch Brands to Work on Sponsored Content without being Salesy

10. How to Create Awesome Marketing Emails That Sell--without the Sleaze

11. Pinterest Marketing Strategies for Creative Small Businesses

HELP DESKS: 2:30-4:30pm

Brand Design & Creative Strategy

Podcasting

Bocce Area Patios

BREAK: 3:30-4pm

CLOSING KEYNOTE: 4-5:30PM

Pool

CLOSING PARTY: 8-10pm

Theme: 80's Prom

Outfit/Accessories: _____

Thursday, March 1st

Departure/Transportation info: _____

Outfit/Accessories: _____
