

# The Power of eMarketing Conference, Providence – 2012 Agenda

“e” = Key presentations held in the main ballroom.

## DAY ONE OCTOBER 23<sup>RD</sup>

**8:00** – Registration/Breakfast

**9:00 – 9:10** – Opening Remarks

**9:10 – 9:55** – Keynote Address

**10:00 – 10:50**

**e** – **Essential Power Tactics for Social Marketing**

Search Track Panel - **Google+ and SEO**

eMail Track Panel - **eMail Optimization Techniques**

**11:00 – 11:50**

**e** - **Managing Social Marketing over multiple platforms**

Search Track Panel - **Search ads, design for maximum conversions**

eMail Track Panel - **Leveraging email for social marketing**

**11:50 – 1:00** – Luncheon

**1:10 – 1:50**

**e** - **Emerging social networks and their impact on your marketing programs**

Search Track Panel - **Reinventing organic search for maximized results**

eMail Track Panel - **Creating actionable improvement from email analytics**

**2:00 – 2:50**

**e** - **Effective measurement of ROI on social marketing**

Search Track Panel - **SEM Pros take on all attendee questions in a highly interactive session**

eMail Track Panel - **eMail Pros take on all attendee questions in a highly interactive session**

**2:50 – 3:30** - **Networking Break – Refreshments**

**3:30 – 4:50**

**e - Building the Buzz: getting followed, retweeted, liked and more.**

Search Track Panel - **How to maximize your position in the exploding mobile universe**

eMail Track Panel - **How to get great eMail marketing results**

**5:00 – 5:50**

**e - Facebook, LinkedIn, Twitter, YouTube, Google+ and SEO**

Search Track Panel - **Click Fraud, Compliance, Privacy and more**

eMail Track Panel – **Maintaining and building clean databases for segmenting and targeting eMail**

**6:00 – 7:00 - Networking Reception Party** – Meet new contacts, reconnect with colleagues, and bring plenty of business cards to this day one bash. Speakers, panelists and sponsors will be there along with your fellow attendees. And don't forget to bring your appetite, with fresh roasted turkey carved on the spot, cheeses, hors d' oeuvres. Full open bar.

## **DAY TWO OCTOBER 24<sup>TH</sup>**

**8:00** – Registration/Breakfast

**9:00 – 9:10** – Opening Remarks

**9:10 – 9:55** – Keynote Address

**10:00 – 10:50**

**e - Real Answers to effective SEO improvement**

Social Track Panel - **Fantastic keyword modeling and paid search techniques**

eMail Track Panel - **Increasing clicks with intelligent scheduling**

**11:00 – 11:50**

**e – Cutting edge eMail Marketing Techniques, Processes and Tactics**

Search Track Panel – **Super search for geographic targeting**

Social Track Panel – **How mobile platforms, tablets, and smart phones can improve email results**

**11:50 – 1:00 – Luncheon**

**1:10 – 1:50**

**e – Amazing content creation techniques and processes**

Social Track Panel – **Dealing with negative posts, reviews and comments on social sites**

eMail Track Panel - **Creating actionable improvement from email analytics**

**2:00 – 2:50**

**e - Fantastic keyword modeling and paid search techniques**

Social Track Panel – **Blogs and content distribution over social platforms**

eMail Track Panel – **Cutting through the Spam, how to get your email opened**

**2:50 – 3:30 - Networking Break – Refreshments – end of panel sessions**

**3:30 – 4:50**

**e – Tablets and smartphones impact on your eMarketing Programs**

**4:50 – 5:00 – Closing Remarks**

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**Cancellations and Substitutions**

If you must cancel for any reason, notify us via postal mail by September 1, 2011. Your registration will be refunded less a \$250 processing fee. Cancellations after September 1, 2011 are non-refundable. If you cannot attend the event due to unforeseen circumstances, you may transfer your registration to another person, or another eMA conference. Questions regarding cancellations and substitutions should be directed via email to [reed@eMarketingAssociation.com](mailto:reed@eMarketingAssociation.com).

