

Thursday, August 25, 2011 Welcome to BlogPaws 2011!
Conference Registration 9 AM – 7 PM

1:00 – 6:00 PM		ACES Workshop: Mike Arms, Krissie Newman & Angela Morris (Pre-registration required)	
6:30 – 10:00 PM	Welcome Reception: Pet Park & Exhibits Open 6:30 PM Founders Opening Remarks		

Friday, August 26, 2011 – General & Topic Sessions

7:00 – 8:00 AM	Breakfast & Networking: Pet Park & Exhibits Open All Day			
8:00 – 9:00 AM	Morning Keynote: Rescue Ink			
9:15 – 10:30 AM	Demystifying Search Engine Optimization Michael Ayalon: Pet Web Designer	Authentic Influence: How to Use Social Media to Expand Your Influence & Grow Your Business or Blog Lena West: xynoMedia	Publishing Options in Today's Digital Environment Susan Daffron: The Book Consultant Penny Sansevieri: Author Marketing Experts Dorothy Hearst: Author of <i>Promise of the Wolves</i>	 Leveraging Niche Blogging Dayna Hilton: Firehouse Dog Publishing Jill Lane: Travelin' Jack, Dog Reporter's Mom Toni Eberhardt: PetSmart Sr Manager of PR & Social Media
10:30 – 11:00 AM	Morning Break, Exhibits & Networking			
11:00 AM – 12:15 PM	Create a Compelling Brand Holly Buchanan: Buchanan Marketing	Flat Pet Workshop Beverly Van Zant: MyFlatPet.com	Reach. Relevance. Design. Presentation. Dino Dogan: triberr.com Co-Founder	You Said What?! Basic Writing & Communication Kyla Duffy: Happy Tails Books
12:15 – 1:30 PM	 Lunch, Exhibits & Networking			
1:30– 2:45 PM	Can You Make Money with This Thing? Leticia Barr: Savvy Mama Media Laura Franklin: Better in Bulk Kelly Whalen: The centsible Life	Social Media: A Beginner's Guide to Building Your Influence Michelle Maskaly: Maskaly Media Consultants	Wonderful Widgets of Oz Lauren Spencer: Fetching Communications	WordPress Tips & Tricks Nikki Jeske: Design Coyote
3:00– 4:15 PM	Is Anybody Out There? Analyzing Analytics Robin A.F. Olson: Covered in Cat Hair Sam Moore: Resonetrics	Beyond the Blog: Getting Traditional Media Coverage Carol Bryant: FIDO Friendly Magazine Ryan Rice: Houston Dog Blog	StumbleUpon: How to Create, Share and Discover Great Content Vijay Vachani: Business Development Manager, StumbleUpon	Wait, Where Did You Hear That? Leveraging Credible Sources Steve Dale: CABG, pioneering blogger and broadcast, print journalist
4:15 – 5:15 PM	Snacks, Cocktails, and Networking			
5:15 – 6:45 PM	 First press screening in the country for Disney's <i>Spooky Buddies!</i>			
6:45 – 8:15 PM	Q&A with Director, Photo Op with Stars, Cocktails and Light Dinner			

Saturday, August 27, 2011 – General & Topic Sessions

7:00 – 8:00 AM	Breakfast & Networking Pet Park and Exhibits Open All Day			
8:00 – 9:00 AM	Morning Keynote: Heidi Ganahl, Top Dog at Camp Bow-Wow			
9:15– 10:30 AM	Pet Blogging: Your Next Career Move Laurie Ruettimann: Advisor, Columnist & Cat servant	Unleash Your Inner Movie Producer Kenn Bell, The Dog Files	The E-book From Digital to Print: A DIYer's Journey Debbie Jacobs: Green Rivers Dog Care & Cafe	Email Marketing: The Original Social Media Gene Sower: SamsonMedia.net
10:30 – 11:00 AM	Morning Break, Exhibits & Networking			
11:00 AM – 12:15PM	Thinking Outside the Blog Box: Branding Yourself Using New Media Joe and Robbin Everett, TPPC.tv & Pets Teach Us So Much	Grow Your Audience with Guest Blogging Jane Harrell: Petfinder Laura Bennett: Embrace Pet Insurance	No Blog is an Island: Tools to Build Traffic & Community Neil Brogan: Life with Dogs Felissa Elfenbein: Two Little Cavaliers	Step-by-Step to a Winning Proposal: for a Book, a Sponsor or an Advertiser Robbi Hess: Writer, Editor, Blogger
12:15– 1:45 PM	Lunch, Exhibits & Networking – START THE CHANGE + OKEY'S PROMISE: Using Creativity to Inspire Passion for a Cause Miah Thornton & Vicki Boatright (choreographed by Chloe DiVita)			Sponsored by: 
1:45 – 3:00 PM	Copyright Basics, FTC Updates & Contest Rules/Regulations Emily Campbell: Dunlap Coddling, P.C. Mary Engle – FTC.gov Donna DeClemente: DDC Marketing	Attract, Engage, Repeat: Improving Blog Traffic Laura Franklin: Better in Bulk Fadra Nally: Social Dialect Kelly Whalen: The çentsible Life	Be The Change: Using Online Tools to Help Pets in Need Dorian Wagner: Your Daily Cute Jane Harrell: Petfinder Jessica Vogelsang, DVM: Pawcurious (Dr V) Caroline Golon: BlogPaws Co-Founder	Every Picture Tells a Story: Using Photography to Increase Blog Traffic & Influence Brett Chisholm: Life+Dog Magazine
3:15 – 3:45 PM	Afternoon Break, Exhibits & Networking			
3:45 – 4:45 PM	Closing Keynote Francois Gossieaux: Founder of Human 1.0 and Co-author of The Hyper-Social Organization			
4:45 - 5:15 PM	Close of Event & Donation Presentations			
6:00 – 10:00 PM	Evening Reception: Cocktails, Light Dinner & Networking			

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Note: Preliminary Schedule as of 8/19/2011– Subject to Change – Check <http://www.blogpaws.com> for updates!