

## TWTRCON SF 2010 CONFERENCE AGENDA

As of 11/05/2010. This agenda is subject to change—please check back the week of the event before making any final plans.

### Wednesday, November 17, 2010

- 7pm – 9pm | **CoTweet TWTRCON SF Pre-party Tweetup** | The Ambassador | RSVP: <http://twtrconsf.eventbrite.com/>

### Thursday, November 18, 2010

7:30 am	Breakfast & Registration
8:00 am	<p><b>Pre-conference Keynote: Twitter for Business 101</b>            From Twitter etiquette to integrating social media into your organization: don't miss this overview of the fundamentals of real-time business success.</p> <ul style="list-style-type: none"> <li>• <a href="#">Laura Fitton</a>, Founder, oneforty.com</li> </ul>
8:50 am	Break
9:00 am	<b>Welcome:</b> <a href="#">Tonia Ries</a> , Host, TWTRCON
9:05 am	<p><b>Keynote Panel Discussion: The Bottom Line on Real Time</b>            PR, customer service, employee collaboration, sales promotions – how are companies using Twitter and other real-time platforms to deliver bottom-line results?</p> <ul style="list-style-type: none"> <li>• <a href="#">Kimarie Matthews</a>, VP, Social Web and Customer Loyalty, Wells Fargo</li> <li>• <a href="#">Brian Solis</a>, Principal, FutureWorks</li> <li>• <a href="#">Mark Yolton</a>, Senior VP, SAP Community Network, SAP</li> <li>• Moderator: <a href="#">Steve Rubel</a>, Senior VP, Director of Insights, Edelman Digital</li> </ul>
9:45 am	<p><b>Brain Pop: When Objects Send Tweets</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Seth Goldstein</a>, Co-Founder, Stickybits.com</li> </ul>
9:55 am	<p><b>Interview: Show Me The Money</b>            Twitter has introduced a series of services designed to generate revenue and let advertisers engage with its 150 million users. What's working—and what's next?</p> <ul style="list-style-type: none"> <li>• <a href="#">Adam Bain</a>, President, Global Revenue, Twitter</li> <li>• Interviewer: <a href="#">Kara Swisher</a>, Co-Executive Editor, All Things Digital</li> </ul>
10:30 am	Networking & Refreshment Break

### Workshop Schedule

*Workshops will be 35 minutes each, and will run in smaller break-out rooms adjacent to the main program.*

11:00 am	<p><b>Case Study: Airlines in Real Time</b> Southwest Airlines uses the real-time web to sell tickets &amp; keep customers happy. Find out how.</p> <ul style="list-style-type: none"> <li>• <a href="#">Linda Rutherford</a>, VP of Communication, Southwest Airlines</li> </ul>
11:20 am	<p><b>Analytics: The Value of Being Social</b> How do you turn streams of data into decisions that drive bottom-line value for your organization?</p> <ul style="list-style-type: none"> <li>• <a href="#">Avinash Kaushik</a>, Analytics Evangelist, Google</li> </ul>
11:50 am	<p><b>Case Study: Social Media for Social Good</b> From engagement to action: finding a cause that gets fans fired up.</p> <ul style="list-style-type: none"> <li>• <a href="#">Stefanie Michaels</a>, Adventure Girl</li> </ul>
12:05 pm	<p><b>Panel Discussion: Big Results for Small Business Real-Time Strategies</b> Hear from small businesses and entrepreneurs who have used real-time tools to change the rules in their industries.</p> <ul style="list-style-type: none"> <li>• <a href="#">Nic Adler</a>, Owner, The Roxy Theatre</li> <li>• <a href="#">Andrew M. Israel</a>, Editor, AspenSpin.com</li> <li>• <a href="#">Akash Kapoor</a>, Owner, Curry Up Now</li> <li>• <a href="#">Zoe Keating</a>, Musician</li> <li>• Moderators: <a href="#">Harry McCracken</a>, Editor, Technologizer &amp; <a href="#">Tonia Ries</a>, TWTRCON</li> </ul>
12:40 pm	<p><b>Case Study: Tweet for Delivery</b> How a fast food outlet in Pune, India uses Twitter to manage its delivery business.</p> <ul style="list-style-type: none"> <li>• <a href="#">Shrinath Navghane</a>, Founder, SocialMedia2Go</li> </ul>
12:45 pm	<p><b>Real Time Tools Mini Session:</b> <a href="#">Jesse Engle</a>, CEO, CoTweet</p>
12:55 pm	<p>Lunch &amp; Networking Break</p>
1:55 pm	<p><b>Case Study: Moving Your Social Media Business Strategy to the Next Bracket</b> Integrating real-time strategies—the CMO perspective.</p> <ul style="list-style-type: none"> <li>• <a href="#">Robert Turtledove</a>, Senior VP and Chief Marketing Officer, H&amp;R Block</li> </ul>

11:20 am	<p><b>Workshop: How to Manage Twitter as a Solopreneur</b></p> <ul style="list-style-type: none"> <li>• Instructor: <a href="#">Ginny Cooper</a>, Principal of The Cooper Group</li> </ul>	<p><b>Workshop: How to Build a Team Microblogging Strategy</b></p> <ul style="list-style-type: none"> <li>• Instructor: <a href="#">Victoria Harres</a>, Dir., Audience Devt., PR Newswire</li> </ul>
12:05 pm	<p><b>Workshop: How To Use Twitter Chats to Build Influence and Crowdsource Innovation</b></p> <ul style="list-style-type: none"> <li>• Instructor: <a href="#">Angela Dunn</a>, Dir. of Social Media, Odom Lewis</li> </ul>	<p><b>Workshop: How to Monitor—and Measure—Real-Time Conversations and Campaigns</b></p> <ul style="list-style-type: none"> <li>• Instructor: <a href="#">Adam Zbar</a>, CEO and Co-Founder, Tap11</li> </ul>

2:25 pm	<b>BrainPop: Real Time Advertising</b> Will real-time advertising messages resonate—or do they alienate? <ul style="list-style-type: none"> <li>• <a href="#">Tobias Peggs</a>, CEO, OneRiot</li> </ul>
2:35 pm	<b>Case Study: What Wine Goes With Bacon?</b> How to use Twitter to delight and excite your customers. <ul style="list-style-type: none"> <li>• <a href="#">Rick Bakas</a>, Director of Social Media Marketing, St. Supéry Vineyards &amp; Winery</li> </ul>
2:45 pm	<b>Panel Discussion: Search Goes Social</b> How to get found—and find your customers—when search is real-time. <ul style="list-style-type: none"> <li>• <a href="#">Othman Laraki</a>, Director of Geo and Search, Twitter</li> <li>• <a href="#">Shashi Seth</a>, Senior VP, Search and Marketplaces</li> <li>• <a href="#">Paul Yiu</a>, Principal Group Program Manager, Bing Social Search</li> <li>• Moderator: <a href="#">Danny Sullivan</a>, Editor-In-Chief, Search Engine Land</li> </ul>
3:30 pm	<b>Case Study: Managing Your Supply Chain in Real Time</b> How to let your customers drive your product distribution strategy. <ul style="list-style-type: none"> <li>• <a href="#">Sajan Raj Kurup</a>, Creative Chairman, Creativeland Asia</li> </ul>
3:50 pm	<b>Real Time Tools Mini Session:</b> <a href="#">Adam Zbar</a> , CEO, Tap11
3:55 pm	Cookies & Networking
4:20 pm	<b>Discussion: What is Influence?</b> From reach to influence: the latest research on the new rules of engagement. <ul style="list-style-type: none"> <li>• <a href="#">Bernardo Huberman</a>, Sr. Fellow &amp; Dir., Social Computing Lab, Hewlett-Packard</li> </ul>
4:40 pm	<b>Panel Discussion: In the Real-Time Toolbox—What's Next?</b> Tools for managing your real-time business strategy <ul style="list-style-type: none"> <li>• <a href="#">Maksim Ovsyannikov</a>, Vice President, Product Management, Zendesk</li> <li>• <a href="#">Ragy Thomas</a>, CEO, Sprinklr</li> <li>• <a href="#">Ryan Holmes</a>, Hoot Suite</li> <li>• Moderator: <a href="#">Laura Fitton</a>, Founder, oneforty.com</li> </ul>
5:05 pm	<b>Keynote: Business in the Fast Lane</b> How Ford Motor uses social media to manage its reputation and save. <ul style="list-style-type: none"> <li>• <a href="#">Scott Monty</a>, Head of Social Media, Ford Motor Company</li> </ul>
5:30 pm	Networking Reception

2:25 pm	<b>Workshop:</b> <b>How to Apply Game-Based Marketing Dynamics to Twitter</b> <ul style="list-style-type: none"> <li>• Instructor: <a href="#">James Clark</a>, Co-Founder, Room 214</li> </ul>	<b>Workshop:</b> <b>How to Boost Sales via Smart Chirps</b> <ul style="list-style-type: none"> <li>• Instructor: <a href="#">Pattie Simone</a>, Founder, WomenCentric.net</li> </ul>
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3:05 pm	<b>Workshop:</b> <b>How To Mine Twitter Data For Bottom-Line Intelligence</b> <ul style="list-style-type: none"> <li>• Instructor: <a href="#">Karsten Januszewski</a>, Software engineer, Microsoft</li> </ul>	<b>Workshop: How to Claim Your Business (and Customers) on Location-Based Networks</b> <ul style="list-style-type: none"> <li>• Instructor: <a href="#">Bob Fine</a>, Founder, Cool Blue Co.</li> </ul>
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