

TWTRCON SF 2010 CONFERENCE AGENDA

As of 10/12/2010. This agenda is subject to change—please check back the week of the event before making any final plans.

Wednesday, November 17, 2010

- Pre-party Tweet-up -- details TBA

Thursday, November 18, 2010

7:30 am	Breakfast & Registration	Workshop Schedule		
8:00 am	<p>Pre-conference Keynote: Twitter for Business 101 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"> • Laura Fitton, Founder, oneforty.com 	Workshops will be 35 minutes each, and will run in smaller break-out rooms adjacent to the main program.		
8:50 am	Break			
9:00 am	Welcome: Tonia Ries , Host, TWTRCON			
9:05 am	<p>Panel Discussion: The Bottom Line on Real Time 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"> • Kimarie Matthews, VP, Social Web and Customer Loyalty, Wells Fargo • Brian Solis, Principal, FutureWorks • Mark Yolton, Senior VP, SAP Community Network, SAP • Moderator: Steve Rubel, Senior VP, Director of Insights, Edelman Digital 			
9:45 am	<p>Brain Pop: When Objects Send Tweets</p> <ul style="list-style-type: none"> • Seth Goldstein, Co-Founder, Stickybits.com 			
9:55 am	<p>Discussion: What is Influence? From reach to influence: the latest research on the new rules of engagement.</p> <ul style="list-style-type: none"> • Bernardo Huberman, Sr. Fellow & Dir., Social Computing Lab, Hewlett-Packard 			
10:15 am	Real Time Tools Mini Session: Jesse Engle , CEO, CoTweet			
10:20 am	Real Time Tools Mini Session: Adam Zbar , CEO, Tap11			
10:25 am	Networking Break			
10:55 am	<p>Case Study: Airlines in Real Time Southwest Airlines is using the real-time web to sell tickets and keep passengers happy. Find out how.</p> <ul style="list-style-type: none"> • Linda Rutherford, VP of Communication, Southwest Airlines 	10:55 am	<p>Workshop: How to Manage Twitter as a Solopreneur</p>	<p>Workshop: How to Build a Team Microblogging Strategy</p>

11:15 am	<p>Discussion: Analytics: The Value of Being Social How do you turn streams of data into decisions that drive bottom-line value for your organization?</p> <ul style="list-style-type: none"> • Avinash Kaushik, Analytics Evangelist, Google 		<ul style="list-style-type: none"> • Instructor: Ginny Cooper, Principal of The Cooper Group 	<ul style="list-style-type: none"> • Instructor: Victoria Harres, Dir., Audience Devt., PR Newswire
11:45 am	<p>Case Study: Social Media for Social Good From engagement to action: finding a cause that gets fans fired up.</p> <ul style="list-style-type: none"> • Stefanie Michaels, Adventure Girl 	11:35 am	<p>Workshop: How To Use Twitter Chats to Build Influence and Crowdsource Innovation</p> <ul style="list-style-type: none"> • Instructor: Angela Dunn, Dir. of Social Media, Odom Lewis 	<p>Workshop: How to Monitor—and Measure—Real-Time Conversations and Campaigns</p> <ul style="list-style-type: none"> • Instructor: Adam Zbar, CEO and Co-Founder, Tap11
Noon	<p>Panel Discussion: Big Results for Small Business Real-Time Strategies 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"> • Nic Adler, Owner, The Roxy Theatre • Andrew M. Israel, Editor, AspenSpin.com • Akash Kapoor, Owner, Curry Up Now • Zoe Keating, Musician • Moderators: Harry McCracken, Editor, Technologizer & Tonia Ries, TWTRCON 			
12:35 pm	<p>Case Study: Tweet for Delivery How a fast food outlet in Pune, India uses Twitter to manage its delivery business.</p> <ul style="list-style-type: none"> • Shrinath Navghane, Founder, SocialMedia2Go 			
12:55 pm	Lunch & Networking Break			
1:55 pm	<p>Interview: Show Me The Money Twitter has introduced a series of services designed to let advertisers engage with its 150 million users. What's working—and what's next?</p> <ul style="list-style-type: none"> • Shiva Rajaraman, Product Manager for Commerce, Twitter • Interviewer: Kara Swisher, Co-Executive Editor, All Things Digital 			
2:20 pm	<p>BrainPop: Open Source Micro-Blogging Why should Twitter own the real-time network when you can build your own?</p> <ul style="list-style-type: none"> • Evan Prodromou, CEO, StatusNet 	2:20 pm	<p>Workshop: How to Apply Game-Based Marketing Dynamics to Twitter</p> <ul style="list-style-type: none"> • Instructor: James Clark, Co-Founder, Room 214 	<p>Workshop: How to Boost Sales via Smart Chirps</p> <ul style="list-style-type: none"> • Instructor: Pattie Simone, Founder, WomenCentric.net
2:30 pm	<p>Case Study: What Wine Goes With Bacon? How to use Twitter to delight and excite your customers.</p> <ul style="list-style-type: none"> • Rick Bakas, Director of Social Media Marketing, St. Supéry Vineyards & Winery 			
2:45 pm	<p>Panel Discussion: Search Goes Social How to get found—and find your customers—when search is real-time and search engines are extroverts.</p> <ul style="list-style-type: none"> • Othman Laraki, Director of Geo and Search, Twitter • Tobias Peggs, CEO, OneRiot • Paul Yiu, Principal Group Program Manager, Bing Social Search • Moderator: Danny Sullivan, Editor-In-Chief, Search Engine Land 	3:00 pm	<p>Workshop: How To Mine Twitter Data For Bottom-Line Intelligence</p> <ul style="list-style-type: none"> • Instructor: Karsten Januszewski, Software 	<p>Workshop: How to Claim Your Business (and Customers) on Location-Based Networks</p> <ul style="list-style-type: none"> • Instructor: Bob Fine,

3:20 pm	Case Study: Managing Your Supply Chain in Real Time How to let your customers drive your product distribution strategy. <ul style="list-style-type: none"> • Sajan Raj Kurup, Creative Chairman, Creativeland Asia 	engineer, Microsoft	Founder, Cool Blue Co.
3:50 pm	Cookies & Networking		
4:20 pm	Case Study: Moving Your Social Media Business Strategy to the Next Bracket Integrating real-time strategies—the CMO perspective. <ul style="list-style-type: none"> • Robert Turtledove, Senior VP and Chief Marketing Officer, H&R Block 		
4:40 pm	Panel Discussion: In the Real-Time Toolbox—What’s Next? Tools for managing your real-time business strategy <ul style="list-style-type: none"> • Maksim Ovsyannikov, Vice President, Product Management, Zendesk • Ragy Thomas, CEO, Sprinklr • Ryan Holmes, Hoot Suite • Moderator: Laura Fitton, Founder, oneforty.com 		
5:05 pm	Keynote: Business in the Fast Lane How Ford Motor uses social media to manage its reputation and save millions of marketing dollars. <ul style="list-style-type: none"> • Scott Monty, Head of Social Media, Ford Motor Company 		
5:30 pm	Networking Reception		
TBA	Tweetup & After-party Details TBA		