



Preliminary Agenda

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BlogPaws Free Airport Shuttle Schedule	Note: Shuttles will run approximately hourly during the main arrival and departure periods. (more details tba)	Wednesday, May 7: 4:30pm – 10:30pm (last shuttle will leave from airport about 9:30pm)
		Thursday, May 8: 9:00am – 7:00pm (last shuttle will leave from airport about 6:00pm)
		Sunday, May 10: 6:00am – 12:00 Noon (last shuttle will leave from hotel about 11:00am)

Wednesday, May 7 (for early arrivals)	"Dessert on the Terrace" – 7:00 – 9:00pm Informal Networking on the Lotus Court – sponsored by: 
	Social Learning Session Blog Spring Cleaning: What did we learn? What did we do? – 9:15 – 10:30 pm Q&A with Tom Collins & Kimberly Gauthier – Fez Meeting Room

Thursday, May 8		Welcome to BlogPaws 2014! Conference Registration Open > 9:00 AM – 9:00 PM (Medinas Foyer outside of Casablanca Ballroom)			
Exhibit Area Open – Noon – 5:00 PM	Noon – 5 PM	Speaker Meeting – Noon – Rabat Meeting Room Exhibit Area Open: Noon – 5:00 PM Casablanca Ballroom – South (Vegas Theme)			
	1 – 4 PM	<u>Casablanca Ballroom A</u> Monetization Susan Getgood	<u>Casablanca Ballroom C</u> Google Analytics Nickey Rautenberg	<u>Fez Meeting Room</u> Be the Change: Adoption Champions Caroline Golon	1 – 2:25 PM
				<u>Fez Meeting Room</u> Be the Change: Shelter Marketing Sybil Stershic	2:35 – 4 PM
	Noon – 5 PM	Exhibit Area Open: Noon – 5:00 PM Casablanca Ballroom – South (Vegas Theme)			
	5:00 – 6:00 PM	Yappy Hour! At the Pet Park – sponsored by: 			
	6:30 – 7:00 PM	Kickoff Events: 6:15 – 7:00 PM Passport to Prizes ▪ Winn Feline Foundation Media Appreciation Award Hope for Paws: Inspiring Change for Pets ▪ Local Pet Welfare Organization Intro & Donation Casablanca Ballroom – North			
	7:00 – 10 PM	Reception: 7:00 – 10:00 PM – Casablanca Ballroom – North Exhibit Area Open: 7:00 – 10:00 – Casablanca Ballroom – South (Vegas Theme)			






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Friday, May 9	Welcome to BlogPaws 2014! Conference Registration Open > 7:00 AM – 7:00 PM < Medinas Foyer			
7:30 – 8:30 AM	Breakfast & Networking Baraka Ballroom			
8:30 – 9:45 AM	Keynote Panel: The Pet Blogging Business Lena West, Dino Dogan, Chloe DiVita Moderator: Tom Collins Casablanca Ballroom – North Note: some of our Shelter Donations and Attendee Prizes will be given during this session, too!			
9:45 – 10:35 AM	Snack Break & Networking – Exhibit Area Open (9:45 – 10:35 AM) Casablanca Ballroom – South			
			Advanced Topic	
10:45 AM – 12:15 PM	Be an Instagram Star Manny the French Bulldog	How to Get Published Susan Daffron James Byrd Penny Sansevieri	Make A Business Out of Your Blog Maryanne Shew	Be the Change: Do You Speak Cat? Steve Dale
12:15 – 2:00 PM	Lunch & Networking – Baraka Ballroom Exhibit Area Open – Casablanca Ballroom – South			
			Advanced Topic	
2:00 – 3:30 PM	Photography: Tips, Tricks, & Product Reviews Debbie Glovatsky	Monetizing Ideas for Profit Sandy Robins	Google+ & Hangouts Denise Wakeman	Facebook Pages vs. Facebook Groups Jim Nelson
3:45 – 5:15 PM	SEO Basics Matt Beswick	WordPress Tips & Tricks Ted Nguyen	Blogging about Parasite Protection, Not So Ho-Hum, It's Aha! Steve Dale	Be the Change: Killer Videos That Save Lives: Lisa Richman
5:15 – 6:30 PM	Happy Meow-ur – Exhibit Area: Casablanca Ballroom – South			
6:30 – 8:00 PM		Pawject Runway – Pets Strut for Shelters Invitation ONLY - Watch your BlogPaws emails! Casablanca Ballroom - North		
8:30 – 10:00 PM	Meet the Rescues Fez Meeting Room			

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Saturday, May 10	Welcome to BlogPaws 2014! Conference Registration Open > 7:00 AM – 4:00 PM < Medinas Foyer			
7:30 – 8:30 AM	Breakfast & Networking Baraka Ballroom			
8:30 – 9:45 AM	Keynote: Pets in the Family: impact on human health – zooeyia Steven Feldman, Exec. Dir. of the Human-Animal Bond Research Initiative is pleased to present Dr. Kate Hodgson, DVM, MHSS, CCMEP Casablanca Ballroom – North			
9:45 – 10:35 AM	 	Snack Break & Networking Casablanca Ballroom – South		
			Advanced Topic	Advanced Topic
10:45 AM – 12:15 PM	FTC Rules Laura Fremont	Creating Engaging Content Rose Hamilton Shawna Schuh	Make Your Book a Bestseller on Amazon Penny Sansieveri	SEO Advanced Session Matt Beswick
12:15 – 2:00 PM	Lunch & Networking Baraka Ballroom			
				Advanced Topic
2:00 – 3:30 PM	Copyright for Bloggers Paul C. Jorgensen	Running Giveaways Layla Morgan Wilde	Using Pinterest to Grow Your Blog Danielle Lambert	SEO Advanced Workshop Matt Beswick
				Advanced Topic
3:45 – 5:15 PM	Top Legal Issues Every Blogger Faces Carleen Coulter	Myth Busters: Exposing Pet Care Misconceptions Dr. Karen Fling Presented by Partners for Healthy Pets – Visit booth and find how to Win an iPad!	Coming Soon	How to Amplify Your Bark Across Digital Ecosystem Brian Easter
6:00 – 7:00 PM	Nose-to-Nose Awards Red Carpet Yappy Hour & Walk (photo-ops for all) Medinas Foyer Finalists’ Walk for the Paw-parazzi – 6:45 pm			
7:00 – 8:30 PM		Nose-to-Nose Awards Dinner & Winner Announcements Casablanca Ballroom Closing Remarks and Donations!		
8:30 – 10:00 PM	After-Pawty! Casablanca Ballroom			