



Preliminary Agenda

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BlogPaws Free Airport Shuttle Schedule	Shuttles will run approx. hourly during the main arrival and departure periods (subject to rush hour traffic, of course). On arrival, find the BlogPaws sign and shuttle staff person dressed in black in the baggage claim areas of Terminals 1 and 3.	Wednesday, May 7: 3:00pm – 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 arrivers)	"Dessert on the Terrace" – 7:00 – 9:00pm Informal Networking on the Lotus Court – sponsored by Bissell Please click here to RSVP so we can have enough yummy treats for everyone!	
	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 & Cat StyleLounge Open – Noon – 5:00 PM	Noon – 5 PM	Speaker Meeting – Noon – Rabat Meeting Room			
		Sponsor Exhibit Area & Cat Style Lounge by Hauspanther Open: Noon – 5:00 PM Casablanca Ballroom – South			
	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: Turn Your Dream Into Reality 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	Sponsor Exhibit Area & Cat Style Lounge by Hauspanther Open: Noon – 5:00 PM Casablanca Ballroom – South			
5:00 – 6:00 PM	Yappy Hour! At the Pet Park – sponsored by PetSafe La Menzeh Pavilion Please click here to RSVP so we can have enough for everyone!			 protect. teach. love.	
6:00 – 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 ▪ Noah’s Animal House 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 !!			Pet First Aid Class & Demonstrations Arden Moore Casablanca H	

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 – sponsored by VetriScience Laboratories Stop by their booth for snacks and a demonstration Exhibit Area Open – Theme of the Day: Education 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 – Theme of the Day: Education - 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 Presented by Vectra 3D	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 On-site Create-an-Outfit Contest judged by these sponsors Materials provided • Everyone come watch the fun! Casablanca Ballroom - North		
8:30 – 10:30 PM	Meet the Rescues Fez Meeting Room			

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 Sponsored by Hill's Food, Shelter & Love Program Observing National Animal Disaster Preparedness Day Casablanca Ballroom – South		
			Advanced Topic	Advanced Topic
10:45 AM – 12:15 PM	FTC Rules for Bloggers Laura Fremont	Creating Engaging Content Rose Hamilton Shawna Schuh	SEO Advanced Session Matt Beswick	Make Your Book a Bestseller on Amazon Penny Sansevieri
12:15 – 2:00 PM		Lunch & Networking Baraka Ballroom		
			Advanced Topic	
2:00 – 3:30 PM	Copyright for Bloggers Paul C. Jorgensen	Using Pinterest to Grow Your Blog Danielle Lambert	SEO Advanced Workshop Matt Beswick	Running Giveaways Layla Morgan Wilde
				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!	Pet First Aid Class & Demonstrations Arden Moore	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) Sponsored by Diamond Naturals Grain-Free Medinas Foyer Finalists' Walk for the Paw-parazzi – 6:45 pm		
7:00 – 8:30 PM		Pet360 presents the BlogPaws 2014 Nose-to-Nose Awards Dinner & Winner Announcements << with Emcee Michael Cavanaugh, DVM, DABVP, CEO of the American Animal Hospital Association Closing Remarks and Donations! Casablanca Ballroom		Thanks to Platinum Sponsor Only Natural Pet for donating 400 lbs of cat or dog food to each Winner's shelter of choice! 
8:30 – 10:00 PM	After-Pawty! Sponsored by Pet360 Casablanca Ballroom			