

8:30 Coffee and Registration

Session 1: Winning business with social media

- How to tailor online bio's that will dramatically increase their effectiveness
- How to identify, qualify and engage new prospects and grow connections via social media
- Tactics to create a steady stream of new prospect through your social media efforts.

Session 2: Deep dive and social media ramp-up

- Assembling your social media tool-kit (Twitter - including related tools such as Tweetdeck, link shorteners, etc., blogging, LinkedIn, Facebook, and suggestions on managing workflow)
- Creating content for distribution using social media (how to write effectively for blogs, Twitter, LinkedIn, podcasts, etc.)
- Content distribution and how to make sure your writing gets in the hands of decisions makers and influencers
- ROI strategies to validate your social media efforts
- All participants will receive a social media tool-kit package detailing the takeaways from this session

Session 3: Blog and Content Case Study (Damien Macrae, Mallesons)

- Lessons learned from Malleson's first blog
- Strategies for researching compelling content
- Building better searches in researching fresh content

12:15 AM LUNCH will be provided

Session 4: Blog Strategy

- Crafting sticky headlines and content that resonates
- Blog positioning
- Choosing the right blog platform
- Comments and moderation
- Creating an editorial calendar

Session 5: Search Engine Optimization (John Paul Hogbin)

- How the search ranking works
- Why they are important
- Fundamental principles to increase your visibility

Session 6: Advanced Analytics

- Content distribution strategies
- Google Analytics and measuring results
- Effective tools for optimizing keyword searches
- How to create a process and system to measure results

4:30 Networking and Q&A