



9:30 AM	Welcome – Lissa Duty		
9:40 AM	Opening Keynote – Lance Bachmann <i>Click and Mortar: The Ultimate Roadmap to Winning Locally Online</i>		
10:30 AM	Mid-Morning Speaker – Faith Murphy <i>How to Create Brand Love</i>		
11:15 AM	Rocks Talks Michelle Stinson Ross, Collin Holmes, Kate Buck Jr.		
12:20 PM	On-site Lunch 12:20 PM to 1:10 PM – Junior Ballroom		
	Break-Out Sessions		
Rooms	Salon ABC – Social & Content	Salon D – Local Search & SEO	Salon EFG – Mobile & Web
Emcees	<i>Heather Nichols</i>	<i>Joe Youngblood</i>	<i>Dan Sturdivant</i>
1:10 PM	Antoine Dupont <i>How to Create Video People Want to Watch</i>	Dave Davies <i>Content & SEO in a Machine Learning World</i>	Hugo D. Aviles <i>How Blockchain is Transforming Digital</i>
1:50 PM	Shelly Fagin <i>How to Build a Community with Facebook Groups</i>	Jesse McDonald <i>Improving Local SEO Through Off-Site and Technical SEO</i>	John Peterson <i>Why and How to Optimize for Site Speed</i>
2:30 PM	Grant Simmons <i>Human Needs Driving Content Strategy</i>	Bill Hartzer <i>SEO Audits – Mobile Versus Desktop Audits</i>	David Szetela <i>Navigating PPC in the New Frontier</i>
3:00 PM	Networking Break <i>Sponsored by Advice Local</i>		
3:30 PM	Local Search Day Expert Panel Cindi Aldrich, Kevin Clark, Chaz Edward Moderator: Bernadette Coleman		
4:30 PM	Closing Keynote – Sinan Kanatsiz and Erik Leist <i>The Winning Secrets to Entrepreneurship in the Digital Age</i>		
5:30 PM	On-site After-Event 5:30 PM to 8:30 PM <i>Casino Night sponsored by 1SEO I.T. Support and Digital Marketing</i>		