

SMDAYLFT.COM

# EVENT SCHEDULE



JOIN US ON **JUNE 30TH**  
AT THE **LITE CENTER.**

537 Cajundome Blvd.  
Lafayette, LA 70506

Part of Our Nonprofit Track

THANK YOU TO OUR 2017 SPONSORS!



## THEATER

## PRESENTATION ROOM

## CONFERENCE ROOM

7:30 – 8:30		<b>SOCIAL MEDIA BREAKFAST</b> <b>Social Media Automation</b> Rodney Hess   Rally Marketing	
9:00 – 10:00	<b>5 Social Media Trashfires and How to Avoid Them</b> Cory LaGrange & Kirstie Watkins   BBR Creative	<b>How to Turn One Hour Into One Year of Content</b> Katie Domas   Rally Marketing	<b>WORKSHOP</b> <b>Lessons Learned from a Nonprofit Social Media Admin</b> Samantha Baldrige   Habitat for Humanity
10:00 – 11:00	<b>Tap Into Your Inner Social Story: The Truth of Nonprofit Social</b> Butch Roussel   Civicside	<b>How to Capture Attention on Social Media</b> Destin Ortego   OpportunityMachine	<b>WORKSHOP</b> <b>LinkedIn for Marketing and Sales</b> Phaedra Perkins   Phierce Marketing
11:00 – 12:00	<b>Unbuttoned: Transforming from Suit &amp; Tie to Business Casual</b> Anne Falgout   Vermilion Economic Development	<b>Breaking the Internet by Collaborating in Real Time</b> Christina Barber, Allison McElligott & Robert Tarleton   Maven	<b>WORKSHOP</b> <b>How to Structure a Brand Awareness Campaign for Social</b> Shawntell Lewis-Harrell   Woman's Foundation
12:00 – 1:00	<b>Lunch Available for Purchase from <i>Wing Fingers</i> and <i>Mad Luann's</i> Food Trucks</b>		
1:00 – 2:00	<b>Speed Marketing</b> Phaedra Perkins, Cory LaGrange & Blake Lagneaux   Various	<b>From On-Air to Online: The Broadcast Revolution is Live</b> Alex Labat   Digital Media Specialist	<b>WORKSHOP</b> <b>Who the Heck Are You? Creating Identity on Social</b> Patrick LaBauve   USA Today Network/Gannet
2:00 – 3:00	<b>Selling Via Social: Creating Deal Flow Utilizing Social Media</b> Zachary Barker   Opportunity Machine	<b>Using Social Media to Positively Improve Community Advocacy</b> Simon Mahan   Southern Alliance for Clean Energy	<b>WORKSHOP</b> <b>Copywriting: Beyond Coordinates</b> Alicia McClendon   Ninety-Two West
3:00 – 4:00	<b>Creating Brand Consistency on Social Media</b> Michael Russo   RUSSO	<b>How to Drive Traffic to a Physical Location Through Social Media</b> Sean Broaddus   Broaddus Burgers	<b>WORKSHOP</b> <b>Digital Tools for Marketers on a Budget</b> Tonia Askins   SCORE
4:00 – 5:00	<b>Charting New Territories: Old School PR Meets Social</b> Abi Broussard Falgout & Laurie Driggs Fontenot   Ninety-Two West	<b>Don't Pay to Play: Getting Organic Reach Without Money</b> Beth Chiasson   Chiasson Business Consulting	<b>WORKSHOP</b> <b>Guidelines for Creating Compelling Content</b> Meg Hawley & Hannah Johnson   Matthew Aaron Agency

ATTENDANCE IS FIRST COME, FIRST SERVED.