



# CONFERENCE SCHEDULE

## FRIDAY, APRIL 18

- 5:30 - 6:30 PM** AUPRSSA/FCB Panel  
*McKinley Building Media Innovation Lab*
- 6:30 - 7:30 PM** FCB Networking Session  
*McKinley Building Media Innovation Lab*
- 8:00 - 9:00 PM** Keynote Speech 1 - Chris Geidner, BuzzFeed  
*School of International Service (SIS) Founder's Room*

## SATURDAY, APRIL 19

- 9:00 - 9:30 AM** Registration  
*SIS Atrium, Breakfast by Dunkin Donuts*
- 9:30 - 9:45 AM** Welcome Address  
*SIS Founder's Room*
- 9:45 - 10:45 AM** **PANEL BLOCK ONE**
- Social Media Metrics #SLS Metrics  
*SIS Room 120*
- You Are What You Tweet #SLSFood  
*SIS Room 102*
- The Social Scoreboard #SLSSports  
*SIS Room 113*
- 10:45 - 11:00 AM** Networking Break  
*SIS Atrium*

### 11:00 - 12:00 PM **PANEL BLOCK TWO**

- Brand You 2.0 #SLSBrand  
*SIS Room 120*
- Digital Do-Gooders #SLSAct  
*SIS Room 102*
- The Online Mind #SLSStudent  
*SIS Room 113*

### 12:00 - 1:00 PM Lunch by CavaGrill

### 1:00 - 2:00 PM Midday Keynote - Joe Gizzi, MXM Social *SIS Founder's Room*

### 2:00 - 2:15 PM Networking Break *SIS Atrium*

### 2:15 - 3:13 PM **PANEL BLOCK THREE**

- No Business Like Social Business #SLSEnt  
*SIS Room 120*
- On the Hill and Online #SLSPolitics  
*SIS Room 102*
- UI/UX: Designing and Decoding the Web #SLSDesign  
*SIS Room 113*
- 3:15 - 3:30 PM** Networking Break  
*SIS Atrium*

### 3:30 - 4:30 PM **PANEL BLOCK FOUR**

- The Online Times #SLSJourno  
*SIS Room 120*
- Digital Runway #SLSStyle  
*SIS Room 102*
- The First Follower: Social Media and Startups #SLSStartup  
*SIS Room 113*
- 3:30 - 5:30 PM** Closing Keynote - Announced Soon  
*SIS Founder's Room*