

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 #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 - 3:15 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 #SLSSStyle
SIS Room 102

The First Follower: Social Media and Startups #SLSStartup
SIS Room 113

4:30 - 5:30 PM Closing Keynote - Announced Soon *SIS Founder's Room*