











**JUNE 30TH  
2022**



#RocksDigital

# DIGITAL MARKETING CONFERENCE SCHEDULE

9:30 AM	 <b>LISSA DUTY</b>	<b>WELCOME</b>
9:40 AM	 <b>BERNADETTE COLEMAN</b> @BernieColeman Moderator	<b>LOCAL SEARCH DAY EXPERT PANEL</b> Panelists  Jason Channell @El_Fenix  Demetrios Pousatis  Mike Stewart @RealMikeStewart
10:40 AM	 <b>TARSHA HEARNS</b> @TMarketingLady	<b>BUILD YOUR PERSONAL BRAND, GROW YOUR CAPACITY</b>
11:15 AM	<b>ROCKS TALKS FEATURING 3 EXPERT PRESENTERS</b>	
	 <b>ELIZABETH MCCORMICK</b> @PilotSpeaker	<b>JUST FLY</b>
	 <b>SANJAY JENKINS</b> @SanjayAtPlay	<b>THE 3-STEP EMAIL MARKETING MASTERY FORMULA</b>
	 <b>ELAYNA FERNANDEZ</b> @ThePositiveMom_	<b>HOW TO USE YOUR S.T.O.R.Y. TO WIN IN CONTENT MARKETING</b>
12:20 PM TO 1:10 PM	<b>ONSITE LUNCH</b>	
1:10 PM	 <b>LISSA DUTY</b> @LissaDuty	<b>BLOGGING FOR LOCAL BUSINESSES: WHY &amp; HOW TO GET STARTED</b>

**ORGANIZED BY ROCKS DIGITAL MARKETING AGENCY**  
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1:50 PM	 <b>FRED CAMPOS</b> @FredDaily Moderator	<b>SOCIAL MEDIA DAY PANEL</b> Panelists  Sarah Ciociola @PCGDigital  Robin Moss @RobinatRiBit  Tanya Smith @VideoCoachTanya
2:50 PM	<b>AFTERNOON NETWORKING BREAK          SPONSORED BY ADVICE LOCAL</b>	
3:20 PM	 <b>CLINT BUTLER</b> @ClintAButler	<b>EMBRACING MACHINE LEARNING AND AI          WITH ADVANCED SCHEMA</b>
3:55 PM	 <b>JAMES LOOMSTEIN</b> @JLoomstein	<b>MARKETING AS THE GROWTH DRIVER OF BUSINESS</b>
4:30 PM	<b>KEYNOTE MARKETING SHOWCASE</b>	
	 <b>DEAN LINDSAY</b> Emcee	<b>OPTIMISM IS AN ASSET</b>
	 <b>HEATHER NICHOLS</b> @BigHarvestMktg	<b>BOTS FOR BUSINESS</b>
	 <b>TIM NICHOLS</b> @TimStrategist	<b>WEAPONS OF MASS INFLUENCE: EMOJIS</b>
	 <b>LAURIE SHOOK</b> @LaurieShook	<b>DATA FIRST OR PEOPLE FIRST? USING AI TO DETECT          BUYERS AND BUYING SIGNALS</b>
	 <b>CHRISTINE SNYDER</b> @SnydersCarpet	<b>WINNING BIG BY AUGMENTING YOUR MARKETING          COMPANY'S ONLINE EFFORTS</b>
	 <b>VICTORIA WARNER</b> @VictoriaWarner	<b>APPLYING THE FACEBOOK FIVE TO GET NEW BUSINESS</b>
	 <b>LAUREN WITHROW-EDGAR</b> @LaurenWithrow	<b>PEOPLE-CENTERED SOCIAL MEDIA</b>
5:30 PM	<b>ONSITE CASINO NIGHT AFTER-EVENT          ROCKS DIGITAL'S 10-YEAR ANNIVERSARY CELEBRATION</b>	

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