

BREAKOUT SESSIONS

Breakout #1

10:45am-11:45am

STOP: Don't ever market online...until you first do this

Presented by: Marci Hower and Dan Rose

Compelling SEO 101 - that works like magic!

Presented by: Jan Limpach and David Goebel

Mobile Marketing – imagine - 98% of your target audience will read your messages

Presented by: Steve Brand

eMarketing with chambers

Presented by: Vicky Hawke

Publish and promote a blog in a flash

Presented by: John Jantsch
(Preregistration required)

Breakout #2

1:45pm-2:45pm

Social media and user generated content

Presented by: Phil Johnston and Jim Kukral

Before you hit send – getting started with email marketing

Presented by: Alex Cucu and Kristy Amy

Online buzz marketing – create a buzz in 10 minutes per day

Presented by: Ron McDaniel

Bring home the bacon: using blogs to connect with your market

Presented by: Jeff Rohrs

Powerful RSS magic

Presented by: John Jantsch
(Preregistration required)

Breakout #3

3:00pm-4:00pm

Advanced SEO topics – advancing your online visibility, reputation, and beyond

Panelists:

Mark Geyman, Leslie Carruthers, Matt Bailey and Chris Caputo.

Moderated by: Sage Lewis

The power of online video

Presented by: Marcus May and Steve Petti

Web banners: From A to Z

Presented by: Renee DeLuca Dolan and Louis Trempe

The elusive web 2.0: fact or fiction?

Presented by: Tony Pietrocola

Building & managing websites: So easy... even a kid can do it!

Special guest speaker

**eMarketing
for Entrepreneurs**
Practical Solutions For Your Business

Full day conference cost \$129

Includes breakfast, lunch, all materials, a copy of John's book, and many other "takeaways".

Learn practical strategies
and tactics for eMarketing

Walk away with skills you
can implement immediately

**Visit our website,
eMarketingForEntrepreneurs.com,
to view a sneak peak
of our breakout sessions.**

AGENDA

There will be three one-hour breakout sessions throughout the day.

Topics covered include

- Email marketing
- Websites and Search Engine Optimization (SEO)
- Mobile marketing (SMS)
- Blogging, RSS, and podcasts
- Content Management Systems (CMS) and user generated content

**Learn practical strategies and tactics for eMarketing.
Walk away with skills you can implement immediately.**

7:30am – 8:45am	Registration, networking, and breakfast
8:45am – 10:30am	Opening session and keynote
10:30am – 10:45am	Break #1
10:45am – 11:45am	Breakout #1
11:45am – 12:00pm	Break #2
12:00pm – 1:15pm	Lunch – Panel discussion*
12:00pm – 12:30pm	Book signing
12:30pm – 1:15pm	Panel discussion with Moderator Thomas Mulready from Cool Cleveland
1:15pm – 1:45pm	Exhibits
1:45pm – 2:45pm	Breakout #2
2:45pm – 3:00pm	Break #3
3:00pm – 4:00pm	Breakout #3
4:00pm – 4:30pm	Conclusions and next steps

***Lunchtime Panel**

Case Studies in eMarketing For Entrepreneurs

Moderator: Thomas Mulready of Cool Cleveland

Panel Members:

Jeff Rohrs, President of Optiem
Debbie Harris, VP of Marketing of Ayalogic
Leslie Carruthers, President of The Search Guru
Jim Bartlett, President of XSportsProtective.com

REGISTRATION

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- Compelling SEO 101 - that works like magic!**
- Mobile Marketing – image 98% of your target audience will read your messages**
- eMarketing with chambers**
- Publish and promote a blog in a flash** (Preregistration required–seating limited)

Breakout #2

- Social media and user generated content**
- Before you hit send – getting started with email marketing**
- Online Buzz Marketing – create a buzz in 10 minutes per day**
- Bring home the bacon: using blogs to connect with your market**
- Powerful RSS magic** (Preregistration required–seating limited)

Breakout #3

- Advanced SEO topics – advancing your online visibility, reputation, and beyond**
- The power of online video**
- Web banners: From A to Z**
- The elusive web 2.0: fact or fiction?**
- Building & managing websites: So easy... even a kid can do it!** (Preregistration required–seating limited)

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Please Make checks payable to: Cuyahoga Community College
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Sponsorship and exhibitor space available, contact Brad Kleinman at brad.kleinman@tri-c.edu

www.eMarketingForEntrepreneurs.com

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eMarketing for Entrepreneurs

Practical Solutions For Your Business

May 4, 2007 • 8:00 am - 4:30 pm
Corporate College East

Sessions on the eMarketing topics
you need to know... websites, blogging,
search engine optimization, RSS feeds,
mobile marketing, and much more.

PLUS

Hands-on lab session with John Jantsch



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Corporate College East

4400 Richmond Road, Warrensville Hts., Ohio 44128

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KEYNOTE SPEAKER

John Jantsch

Author of: *Duct Tape Marketing:
The World's Most Practical Small Business Marketing Guide*



John Jantsch has been called the World's Most Practical Small Business Expert for consistently delivering real-world, proven small business marketing ideas and strategies.

John Jantsch is a veteran marketing coach, award winning blogger and author of Duct Tape Marketing - The World's Most Practical Small Business Marketing Guide (foreword by Michael Gerber, author of The E-Myth) published by Thomas Nelson - due out in the fall of 2006

He is the creator of the Duct Tape Marketing small business marketing system and Duct Tape Marketing Authorized Coach Network.

His Duct Tape Marketing Blog was chosen as a Forbes favorite for small business and marketing and is a Harvard Business School featured marketing site. His blog was also chosen as "Best Small Business Marketing Blog" in 2004, 2005 and 2006 by the readers of Marketing Sherpa.

He is a presenter of popular marketing workshops for organizations such as the Small Business Administration, American Marketing Association, Kauffman Foundation, Painting and Decorating Contractors of America, Associated Builders and Contractors, National Association of the Remodeling Industry and the National Association of Tax Professionals.

"Business blogger John Jantsch, a Kansas City marketing consultant, has built quite a following with his Duct Tape Marketing site. The blog provides small-business readers with successful marketing techniques that don't require a large budget to execute."

- Harvard Business School

"A great resource for small business owners looking for hands-on marketing ideas they can use today. John Jantsch's daily posts discuss what works -- and what doesn't -- when marketing a small business."

- Inc Magazine



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