

## Session 5 cont.

### Roundtables **Agave Room**

1. Take Your Blog & Business to the Next Level with a Vision & Mission Statement
2. How to Leverage an Online Business into a Brick and Mortar Shop
3. 3 free SEO tools: Best Practices for using Google Keyword Planner, Google Analytics, and Yoast SEO
4. You Don't Have To Quit Your Day Job: The Magic of Intrapreneurship
5. Crafting a Superior About Page
6. Creating a Support Network is Critical to Success in Your Business
7. How to Build a Sponsorship Program from the Ground Up
8. Easy Visibility: 5 Techniques to Get Noticed on a Shoestring Budget
9. Going Mobile: Everything you Need to Know to Make Your Blog Mobile Friendly (or what to tell your developer)
10. Business Sustainability: How Do You Build a Business with Longevity? One that stays true, relevant and expansive in a rapidly changing marketplace
11. Let's Talk Revenue Streams & Different Ways to Make Money as a Creative. Because it Rocks to Make Money Doing What You Love
12. How To Develop a Big Instagram Following, And How to Take Advantage of It Once It's Grown
13. From Casual to Calculated: Find Your Social Media Raison d'Être

## Break: 10:15-10:45am

## Session 6: 10:45am-12pm

Keynote: Rachel Faucett & Bonnie Tsang

### **Sago Room**

How Successful Collaborations Can Grow Your Business

### **El Jefe Room**

Working at Home While Parenting at Home

### **Yoga Room**

Workshop: Tablescaping & Styling

### **Rocco's Room**

### Roundtables **Agave Room**

1. It Takes a Village: Building Community That Blurs the Line between Online and IRL
2. How to Tap Into Your Authentic Creative Self and Overcome Creative Blocks
3. Media Kits: A Breakdown of the Basics for Bloggers, Vloggers, and Creative Entrepreneurs

## Session 6 cont.

4. Creating an Effective Personal Culture: Identify your existing culture, evaluating it, and if needed, creating an intentional culture that will be more in alignment with your vision, values and goals
5. Monetization: How to Turn Your Content into Digital Products
6. Creating a Curated Instagram Feed with Tips for Maintaining Brand Consistency, Photo Editing, and Scheduling Posts
7. Facebook Strategies for Growth: This Info is Targeted Specifically to Those Pages with 50,000 Likes or Less
8. iPhone Photography for Bloggers: Including the exact setup you need to get the perfect amount of lighting for your photos, and the step-by-step process for editing photos using just 2 simple iPhone apps
9. The Pros & Cons of Contributing for Other Sites While Maintaining Your Own Blog
10. How To Pitch a Successful Product Partnerships to Brands
11. Get It Done Right Now Goal Session
12. Finding Work When Offers Aren't Falling in Your Lap
13. When Life Falls Apart: How to Get Strategic and Attain Goals No Matter What
14. Let's talk all things YouTube: Effective Video Titles, Description Box Content, Licensing, Copyright rules, how to rake in views and build a video based brand in no time!

## Lunch: 12-1:30pm

### **Saguaro Parking Lot**

## Session 7: 1:30-3pm

Keynote: Luvvie Ajayi

### **Sago Room**

Why (And How) To Podcast

### **El Jefe Room**

Workshop: Modeling

### **Rocco's Room**

### Roundtables **Agave Room**

1. Ask An Expert: Blogging Advice
2. Ask An Expert: Site Design
3. Ask An Expert: Event Planning
4. Ask An Expert: Business and Legal Matters in Creative Entrepreneurship
5. Ask An Expert: Mini Brand Audits & Advice
- 6: The Importance and Benefits of Collaboration
7. How to Make Money Outside of Sponsored Blog Posts
8. Online Burnout & The Art of Reinvention: Why It's So Important to Keep Yourself Interested and Creatively Challenged
9. Fatal Flaws & Weaknesses - 10 strategies That Will Embrace Your Vulnerability and Direct You Toward Success
10. The Art of Negotiation: Advice on How to Get Fair Rates for Sponsored Content

## Session 7 cont.

11. Managing a team! This will cover essential learnings, mistakes to avoid, best practices for hiring, and how to oversee contributors and employees.
12. The Art of Making Viral Videos
13. The Power of Reviews and Testimonials: Why Businesses Should Actively, and Constantly, Be Soliciting Reviews and Testimonials

## Break: 3-3:30pm

## Closing Keynote: 3:30-5pm

### **Saguaro Pool**

## Epic Task Party: 7-10pm

Casual Attire

Catch the shuttle at 6:45!

Outfit/Accessories: \_\_\_\_\_

## Friday, February 3rd

Outfit/Accessories: \_\_\_\_\_

## Poolside Yoga: 8-9am

### **Yoga Room**

## Breakfast: 9-10am

### **Palmetto Room**

## Tours: 9am

### **Hotel Lobby**

Palm Springs Modern Tour

Instagram Photo Tour

Foodie Tour

Mid-Century Shopping Tour

Shop 'Til You Drop Tour

Headshots

Rest and Restore

Dinos and Donut Tour