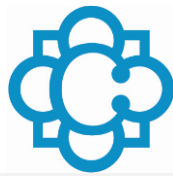




## Thursday, November 7<sup>th</sup>

<i>Time</i>	<i>Event Name</i>	<i>Event Description</i>	<i>Moderators</i>	<i>Location</i>
8:00am	Breakfast/ Pop up Shops	Energize your mind with a delicious breakfast.	Network with Speakers/Influencers	Old Well Ballroom
9:00am	Keynote	Learn how to create relationships with brands and what it takes to be an influencer.	Natasha Stoneking @NashvilleTash	Chancellors Ballroom
10:15am <i>Option 1</i>	Building your Brand	Discover what it takes to build an entire brand around Social Media or convert your existing business to a social media platform.	Jenna Parks @SouthernBrideandGroom	TBD
10:15am <i>Option 2</i>	Creating Content	Like what you see? Influencers and Businesses with consistent content get the most views. Dive deeper into the process during this workshop.	Laura Elliot @LouellaReese	TBD
10:15am <i>Option 3</i>	Social Media Tools	Discover how to utilize the tools each platform provides- Stories, Hashtags, Highlights and more.	Erin Mclean @McCleanEvents	TBD
10:15am <i>Option 4</i>	How to Expand your Social Reach	You've created beautiful content but now you want a bigger audience. Learn how to expand your social reach!	Shelby Vanhoy @PrettyinthePines	TBD
10:15am <i>Option 5</i>	Social Media 101, Finding your Voice	Just starting off? It's important to find your voice before creating content. Take this time to establish your presence.	Ashlea Adams @Allthehealthythings	TBD
11:30am <i>Option 1</i>	The Power of Pitching	Learn how to craft better pitch emails in order to get the dream collaborations and partnerships.	Carrie Grace @CarrieGrace	TBD



11:30am Option 2	Building your Brand	Discover what it takes to build an entire brand around Social Media or convert your existing business to a social media platform.	Brittany Young @CertifiedCelebrator	TBD
11:30am Option 3	Monetizing Social Media	Learn how to turn your social media into a paycheck!	Laura Schaefer @WanderingLark	TBD
11:30am Option 4	Where is Social Media taking you?	You have a social media presence and now you're ready for the next step. Discover more about blogs, vlogs, podcasts and products.	Kaylee Hobbs @CultivateWhatMatters	TBD
11:30am Option 5	Flat Lays	Ready to take your images to the next level? Learn how to create and design the best images for social media and how it differs from classic photography.	Ashlea Adams @AlltheHealthyThings	TBD
12:30pm	Lunch	Rest and refuel before diving back in.	Network with Speakers/Influencers	Old Well Ballroom
1:15pm	Keynote	Learn the ins and outs of analytics and if you're making an impact.	SociallyIn- The Social Media Agency	Chancellors Ballroom
2:45pm Option 1	Take the Leap!	Be inspired and encouraged to take the first step into building your future.	Carrie Grace @CarrieGrace	TBD
2:45pm Option 2	Authentic Community Leadership	Create a community of likeminded businesses and brands to help you succeed.	Holly and Amanda @GreenHousePickerSisters	TBD
2:45pm Option 3	Building your Blog	Learn where and how to start a blog and build a community.	Leigh Powell Hines @OutAboutNC	TBD
2:45pm Option 4	Best Apps Around	Learn about the best apps for social media marketing.	Laura Schaefer @WanderingLark	TBD
4:00pm	Break	Take a quick break break!		



<i>4:15pm</i>	Keynote	TBD	Kaylee Hobbs @Cultivatewhatmatters	Chancellors Ballroom
<i>5:00pm</i>	Panel Discussion	Dive into a discussion with our keynote speakers and influencers.	Heidi Werner Dawson @MarvelousMrsD	Chancellors Ballroom
<i>6:00pm</i>	Dinner	Join us for a traditional southern dinner filled with comfort food, cocktails and blue grass music.	Celebrate and socialize with speakers and influencers.	Front Porch