

MEGAPHONE



#Megaphone18

Conference Schedule

THURSDAY

5:00 p.m. - 7:00 p.m. | Happy Hour

The Chancellor Hotel Bar

FRIDAY

8:30 a.m. - 9:00 a.m. | Registration and Networking

T-shirt Shop Open

Fayetteville Town Center Lobby

New Attendee Meet & Greet

Soapbox Lounge

9:00 a.m. - 9:30 a.m. | Conference Kick-off

Ozark Main Stage: Stephanie Buckley, The Women Bloggers

9:30 a.m. - 10:45 a.m. | Workshops Session (1)

Dogwood: Optimize for Google - Dan Lockcuff, Stratabyte

Mockingbird: Shortcuts and Tips for Busy Brand Managers -
Kristi Thurmon, First Security Bank, Only in Ark

Ozark: Build Your Brick and Mortar through Social Media -
Natalie Freeman, Natalie Creates, Freckled Hen Farmhouse

11:00 a.m. - 11:45 a.m. | Keynote Presentation Workshops Session (2)

Ozark Main Stage: I Mustache You a Question: Will Your Visual
Marketing Land Your Dream Client? Mine did.

Jeff Sieh, His Design, Inc. Sponsored by Riceland Foods

12:00 p.m. - 1:00 p.m. | Lunch Break

Ozark: Box Lunches provided Riceland
Lunch Talks |

Sammie Brakebill - Fake it Til ya Make it

Heather Disarro - Value Added: Relational Marketing

Jeff Sieh - Ask Jeff Sieh!

1:05 p.m. - 1:50 p.m. | Workshops Session (3)

Ozark: Power of Video in Stories and Going Live - Kellee
Mayfield, Delta Moxie

Dogwood: CrowdSourcing the Best Apps + Tools, Allyson
Twiggs Dyer, The Twiggs Group

Mockingbird: Creative Ways to use Facebook Live to Grow
Your Brand - Michelle Hancock, Modern Mom Life

2:00 p.m. - 2:45 p.m. | Workshops Session (4)

Ozark: Instagram Growth Tips - Jennifer Maune, Maune Legacy

Dogwood: Millennial With a Message: Staying True to Yourself
While Growing Up in the World of Social Media - Laura
Leigh Turner, Love Laura Leigh

Mockingbird: Using a Bullet Journal to Manage Your Time and
Run Your Business - Jennifer McCool, Organize This AR

2:50 p.m. - 3:15 p.m. | Protein Break Sponsored by Petit Jean Meats



3:15 p.m. - 4:00 p.m. | Workshops Session (5)

Ozark: Building an Editorial Calendar that Drives Your Online
Platform - Marisa Mohi, marisamohi.com

Dogwood: Hands-On-Video Made Easy, Monika Rued, Arkansas
Parks & Tourism

Mockingbird: Brand Ambassador Best Practices - Lyndi Fultz,
NWA Foodie

4:05 p.m. - 4:55 p.m. | Workshops Session (6)

Ozark: Featured Speaker | The Only Constant is Change: Why
Community is Key to Long-Term Social Media Success,

Maree Jones, The Influencer Whisperer

5:00 p.m. - 7:00 p.m. | Opening Reception

Town Center Plaza

Hosted by the Fayetteville Visitors Bureau



7:30 p.m. | Dine around Fayetteville

8:00 p.m. | Hospitality Room Opens

The Chancellor Hotel

Sponsored by First Security Bank and Only in Ark



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Conference Schedule

SATURDAY

7:00 a.m. - 2:00 p.m. | Fayetteville Farmer's Market Open.
Fayetteville Town Center Lobby

8:30 a.m. - 9:00 a.m. | Registration and Networking
Fayetteville Town Center Lobby

8:30 a.m. - 1:00 p.m. | Pop-Up Art/Maker's Market/ T-shirt Shop
Fayetteville Town Center Lobby

9:00a.m. | Welcome and Announcements
Ozark Main Stage: Stephanie Buckley, The Women Bloggers

9:15 a.m. - 10:30a.m. | Workshops: Workshops Session (7)
Ozark: *Influencers Need Graphics: Design Your Blog Using Canva* - Nicholas Smith, The Twiggs Group

Dogwood: *SEO* - Taylor Bradford, Boss Girl Creative

Mockingbird: *How to Create Edited Food Video (or Tasty Style Food Video)* - Dan and Mel Lockcuff, Adventures of Mel

10:45 a.m. - 11:45 a.m. | Keynote Presentation Workshops Session (8)
Ozark Main Stage: *How to Get What You Want*
Alli Worthington Sponsored by Soapbox Influencer Marketing



12:00 p.m. - 1:00 p.m. | Lunch Break

Ozark: *Box Lunches provided*

Lunch Talks |

Keisha McKinney - *Creating Connection | Why Does it Even Matter?*

Cassie Celestain, *True Agape - Systemize Your Pitch Strategy to Make More Money*

Debbie Arnold - *Food Blogging*

1:00 p.m. - 1:30 p.m. | Pitch Fest

Ozark Main Stage Sponsored by Soapbox Influencer Marketing



1:30 p.m. - 2:15 p.m. | Workshops Session (9)

Ozark: *Pick Me! What Brands are Really Looking for in an Influencer* - Beth Stephens, SoapBox Influencer Marketing & Stephanie Buckley, The Women Bloggers

Dogwood: *Bored? Start a Podcast* - Malory Craft, OKC Over Easy

Mockingbird: *Intertwining & Streamlining Writing Work with Family Life* - Rhonda Franz, Captain Mom

Soapbox Lounge: *Video Tips, Part 1* - James Moore, Busvlogger

2:25 p.m. - 3:10 p.m. | Workshops Session (10)

Dogwood: *How to Stand Out in a Crowd* - Taylor Bradford, Boss Girl Creative

Mockingbird: *Launch the Blog Already!* - Natalie Bartholomew, The Girl Banker

Soapbox Lounge and Beyond: *Video Tips, Part 2* - James Moore, Busvlogger

3:10 p.m. - 3:25 p.m. | Sugar Break

Sponsored by Arkansas Parks and Tourism



3:30 p.m. - 4:15 p.m. | Keynote Presentation Workshops Session (11)

Ozark: *How to use Pinterest to Drive Traffic to Your Blog*
Jeff Sieh, His Design, Inc.

4:15 p.m. | Conference Wrap Up

Ozark Main Stage: Stephanie Buckley, The Women Bloggers

Goodbye Dance Party!

6:00 p.m. | Dine around Fayetteville

8:00 p.m. | Hospitality Room Opens

The Chancellor Hotel

Sponsored by First Security Bank and Only in Ark

