



MY ALT SCHEDULE
SESSION BY SESSION
COCKTAIL BY COCKTAIL



WEDNESDAY, JANUARY 18:

Arrival Time: _____
Hotel Info: _____
Dinner With Location (6:30 pm): _____

THURSDAY, JANUARY 19:

Breakfast Plans: _____

Session 1 (9-10 am):

- Successful Collaborations
- The Business of Blogging
- Site Design Dos + Don'ts

Session 2 (10:30-11:30 am)

- Building Relationships with Ad Networks + Sponsors
- Best Tools for Managing Your Online Life
- Work Life Balance

Lunch (11:45-12:30 pm)

Keynote: The Relationship Between Traditional & New Media (12:30 - 2 pm)

Session 3 (2:30-3:30 pm)

- From Blog to Book
- Runway + Street Style, Fashion Blogging 101
- What Can Small Sites Learn From Big Online Communities

Session 4 (4-5 pm)

- Kickstarting Your Next Project
- Blogging Ethics + Etiquette
- The Ins + Outs of Interior Design Blogging

Winter Wonderland Party (6:30 pm)

FRIDAY, JANUARY 20:

Breakfast Plans: _____

Session 5: Roundtables (9-10 am):

- Legal Concerns + FTC Guidelines for Bloggers
- Tax and Accounting Tips: What Bloggers Can & Can't Deduct
- Licensing Your Designs
- Start-Up Magazines: Digital and Print
- Pitch Palooza
- Your Blog as a Marketing Tool
- Re-naming Your Brand, Re-inventing Yourself
- How to Quit Your Day Job
- Bit Bloggers: They Whys & Hows of Small Blogs
- Making Your Site Mobile
- Tips From Ad Agencies That Will Make You a Better Blogger
- Getting the Most From Social Media
- Bridge the Design/Lifestyle/Mommy Blogger Gap
- Journalism Basics for Bloggers
- Taking Your Work Offline: Tips for Throwing Events
- Selling Yourself
- Using Facebook as an Effective Tool to Connect
- The Importance of Consistent Branding

Session 6 (10:30-11:30 am):

- Growing a Readership
- Step by Step: How to Create Great DIY Tutorials
- From Blog to Shop

Lunch (11:45-12:30 pm)

Keynote: How Pinterest Became The Next Game Changer (12:30 - 2 pm)

Session 7 (2:30-3:30 pm):

- How to Make Yourself Press Worthy
- Building a Personal Brand
- Up and Coming Blogs

Closing Keynote: Designing Your Life (4-5:30 pm)

Mini Parties (7pm)

SUNDAY, JANUARY 22:
Breakfast Plans: _____
Departure Time: _____

Dinner Plans: _____

Design Camp 3 (3-5 pm) _____

Design Camp 2 (12:30-2:30 pm) _____

Lunch (11:30-12:30 pm)

Design Camp 1 (9:30-11:30 am) _____

Foodie Tour (11:30-2:30 pm)

Walking Photography Tour (11:30-2:30 pm)

Thrift Store Tour (11:30-2:30 pm)

Sunday Tour (9-5 pm)

Solitude Ski Day (9-5 pm)

Tours:

Breakfast Plans: _____

SATURDAY, JANUARY 21: