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Social Media with a Culinary Twist
February 17-19, 2012 | Penticton, BC
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saturday seminars

Saturday, February 18

8am to 9am -- Registration and Remarks

9am to 10:30am -- Concurrent Sessions

Session A: Marketing on Facebook | Instructor: Allison M Markin

Session B: So, what's the deal with LinkedIn? | Instructor: Rob Duncan

Session C: Demystifying Twitter | Instructor: Cathy Browne

10:30am to 11am -- Refreshment Break

11am to 12:30pm Concurrent Sessions

Session A: YouTube If a picture's worth a thousand words, then is a video worth a million?
Instructor: Kazia Mullin

Session B: Business Case Study -- The Liquor Plus Story | Instructor: Rod Phillips

Session C: Google+, what is it? | Instructor: Lorraine Murphy

12:30pm to 1:45pm -- Enjoy lunch from Chef Neil Schroeter and the team from Okanagan Street Food.

1:45pm to 3:15pm -- Concurrent Sessions

Session A: Search Engine Optimization 101: SEO demystified. | Instructor: Kazia Mullin

Session B: What are QR codes? | Instructor: Hans Looman

Session C: Incorporating social media into your marketing mix | Instructor: Leeann Froese

3:15pm to 3:45pm -- Refreshment Break

3:45pm to 5:15pm -- Concurrent Sessions

Session A: Social media management: best practices from industry leaders | Instructor: Kemp Edmonds

Session B: Emerging Social Networks | Instructor: Allison M Markin

Session C: Changing the world through stories of food and drink | Instructor: Chris Mathieson

Schedule subject to change without notice.