	The Dryden Theatre:
TIME	ALL SKILL LEVELS
8 a - 9 a	CHECK-IN // BREAKFAST // WELCOME
9a-9:50a	Everyone Loves a Good Story: Crafting a Consistent, Original Brand Melanie Deziel of StoryFuel
9:50a-10a	BREAK
10a-10:50a	Content Creation: The Pursuit of Likes Jackie Davis of Underpants & Overbites, Nicholas Gurewitch of The Perry Bible Fellowship (PBF Comics)
10:50a-11a	BREAK
11a-11:50a	No Filter Needed: Building a Social Media- Worthy Aesthetic On and Offline Sarah Knight of RocGirlGang, Tanvi Asher of Shop Peppermint, Chuck Cerankosky of Good Luck & Cure, Hannah Betts of LivesStyled, Justin Dusett of Neon Wave
11:50a-1p	LUNCH
1p-1:50p	Gig Life: Rocking a Social Media Side Hustle Linh Phillips of SirRochaSays, Stephanie Roland of EatLiveRoc, Bill Bouchard of This Is Roc, Emily Hessney Lynch of I Heart Roc
1:50p-2p	BREAK
2p-2:50p	You Have New Notifications: Managing Social Media Every Day Arien Rozelle of St. John Fisher College, Tori Greco of New Era Cap, Ian Szalinski of Evoke Healthy Foods, Benita Yen of KeyBank Rochester Fringe Festival, Pat Fisher of lloyd
2:50p-3p	BREAK
3p-3:50p	Like & Subscribe: Running a Lifestyle YouTube Channel Billy & Pat Sandora-Nastyn of Billy & Pat
4 p - 6 p	HAPPY HOUR AT LIVING ROOTS WINE & CO.

Library Classroom: Curtis Theatre: INTERMEDIATE LEVELS VARY

Social Media World

Jeff Knauss of The Digital Hyve

BREAK

Now Streaming: Start and Sustain a Podcast

Using Social Media

Sydney Bell & Breanna Banford of Queen Speaking

LUNCH

Shut Up and Film: A Crash Course in Using Video

for Social Media

Freelance Videographer Kurt Ind<mark>ovina</mark>

BREAK

Win Friends and Influence People: Harness

Others' Social Media to Promote a Brand

Kevin Heffernan of Rise Collaborative, Cameron

Bailey of The Martin Group, Chelsea Hellems of Dixon

Schwabl, Katie Roche of Wegmans, Greg Pokriki of

Invest Buffalo Niagara

Pay to Play: Optimize Content Like a Pro to Stay Humble: How to Be a Business Leader in a Generate ROI Kyle Psaty of Brand Networks // ADVANCED

BREAK

Camera Eats First: Food Styling and Photography Cara Livermore of Chickpea Magazine // INTERMEDIATE

LUNCH

Portrait Mode: Artificial Lighting Techniques for People & Products Amy Moore of Helen & Gertrude // ADVANCED

BREAK

Frame On: Up Your Digital Photo Game Mackenzie Piccarreto of Mackenzie's Table & Sarah Swan of The Pastiche Blog // BEGINNER

Conservation Classroom: LEVELS VARY

Public Display of Emotion: What Will People Think If You Post That? Kevin Heffernan of Rise Collaborative // INTERMEDIATE

BREAK

AMA: Exploring the Legal and Ethical Side of Social Media

Mike Johansson of the Rochester Institute of Technology, Social Media Lawyer Scott Malouf, Aaron Gordon of Optic Sky Pro // BEGINNER

LUNCH

Market Your Mission: Cut Through the Noise and Use Social Media for Good Sean Pritzkau of We Can Do This // INTERMEDIATE

BREAK

Social Gets Political: The Impact of Social Media on Candidates, Campaigns, and the Data They Seek

John Loury of Cause + Effect Marketing, James Smith of the City of Rochester, Brittaney Wells of the Monroe County Democratic Committee // ADVANCED

Roaming Sessions: Meet in Potter Peristyle

Walk It Talk It: Social Media in an Analog World Matt Stoffel and Alyson Shurtliff of Eastman Kodak // BEGINNER

BREAK

Connecting #IRL: Using Photography & Social Media to Foster Community Nick Marshall and Gail Albert Halaban of The George Eastman Museum // INTERMEDIATE