



Web & Social Media Essentials . . . Getting It Right

Presenter — Bart Caylor • President, Caylor Solutions

8:30 – 9:30	Website + Social Media = Results ▶ Data and statistics ▶ Use cases ▶ Exercise: dreaming together
9:30 – 10:00	Q & A Discussion
10:00 – 10:20	Refreshment Break
10:20 – 11:20	Strategic Planning for Success & Sanity ▶ Why reacting is not an option ▶ Matching your dreams with a plan ▶ Exercise: planning together
11:20 – 11:40	Q & A Discussion
11:40 – 1:00	Lunch – On your own
1:00 – 2:00	Content: The Fuel You Need ▶ Answer the questions ▶ Evergreen and reusable content ▶ Original vs. curated ▶ Exercise: identify your content assets
2:00 – 2:30	Q & A Discussion
2:30 – 3:00	Refreshment Break
3:00 – 4:00	Putting It All Together: Right Tools, Right People, Right Fit ▶ Understanding the opportunities ▶ Your budget is not a limitation ▶ Work the plan to reality ▶ Exercise: next steps
4:00 – 4:30	Q & A Discussion
4:30 –	Dinner & Fellowship – On your own

