

<p><b>Thursday</b> 09/04/2014 5:00 a.m.</p>	<p><b>Wednesday</b> 09/03/2014 CPS Energy Charging stations Load-in: <i>CPS Energy Rep</i></p>	<p><b>HOTEL SET-UP</b></p> <ul style="list-style-type: none"> <li>Banquet Manager: <i>Kyle</i></li> <li>Captain: <i>Belin</i></li> <li>AV Manager: <i>Robert Beidiger</i></li> </ul> <p><b>BALLROOM FOYER</b></p> <ul style="list-style-type: none"> <li>Set-up 10-15 6-ft skirted tables w/ black conference cloths for exhibitors</li> <li>Provide power strips in exhibitor area</li> <li>Provide trash cans in exhibitor area</li> <li>Set-up 3 6-ft skirted registration tables and six (6) chairs</li> <li>Provide trash can at registration</li> </ul> <p><b>MAIN BALLROOM</b></p> <ul style="list-style-type: none"> <li>Set-up riser/stage w/ podium</li> </ul>
<p><b>Thursday</b> 09/04/2014 5:00 a.m.</p>	<p>120 mins</p>	<p><b>STAFF SET-UP</b></p> <ul style="list-style-type: none"> <li>Registration: <i>Susan/ Whitney</i> <ul style="list-style-type: none"> <li>table runner</li> <li>name tags</li> <li>seating charts/registration lists</li> <li>chamber &amp; event signs</li> </ul> </li> <li>Exhibitors: <i>Samantha</i> <ul style="list-style-type: none"> <li>table tents, electrical access, wifi access</li> </ul> </li> <li>Main Ballroom: <i>Renee/ Whitney</i> <ul style="list-style-type: none"> <li>confirm table numbers/number of chairs</li> <li>table tents</li> <li>programs</li> <li>pre-set event programs</li> <li>A/V</li> </ul> </li> <li>Stage:             <ul style="list-style-type: none"> <li>Backdrop, Social U sponsor banner</li> </ul> </li> <li>Workshop Rooms: <i>Renee/ Whitney</i> <ul style="list-style-type: none"> <li>Set-up</li> <li>A/V</li> </ul> </li> </ul>
<p>6:00 a.m.</p>	<p>60 min</p>	<p><b>EXHIBITOR, VIDEOGRAPHER SET-UP, AV TEAM ARRIVES</b></p> <ul style="list-style-type: none"> <li>Exhibitors load-in: <i>Samantha</i></li> <li>Audio/Visual set-up, load/test presentation: <i>Whitney</i></li> </ul>
<p>7:00 a.m.</p>		<p><b>GO TIME: ALL SET-UP COMPLETE</b></p>

**Contacts:**

- Renee Crittenden-Garcia, (xxx) xxx-xxxx
- Whitney Lewis, (xxx) xxx-xxxx
- Samantha Fojtik, (xxx) xxx-xxxx
- Susan Deitiker, (xxx) xxx-xxxx
- Sue Vina (Banquets), (xxx) xxx-xxxx
- Miguel Escalante (A/V), (xxx) xxx-xxxx; Robert Beidiger (A/V), (xxx) xxx-xxxx

7:15 a.m.	30 min	<b>REGISTRATION, EXHIBITS (BALLROOM FOYER)</b> <ul style="list-style-type: none"><li>• Attendees register, obtain name tags and network in Social Lounge: <b>Susan/ Whitney</b></li><li>• Photograph event – <b>Landers Photography, Jim Landers</b></li><li>• Film event – <b>Ryan Zarate, Geomedia</b></li><li>• Speaker &amp; A/V Liaison: <b>Renee</b></li><li>• Present Top Sponsors w/ Award at Exhibit Tables: <b>Renee</b></li><li>• Greeter: <b>Samantha</b></li><li>• Registration: <b>Susan/ Whitney</b></li></ul>
7:40 a.m.	20 min	<b>OPEN BALLROOM DOORS, BREAKFAST</b> <ul style="list-style-type: none"><li>• Hotel staff serve breakfast as guests are seated</li></ul>

<p>8:00 a.m.</p>	<p>3 min</p>	<p><b>PROGRAM WELCOME, INTRO BOOK SPONSOR REPRESENTATIVE</b></p> <ul style="list-style-type: none"> <li>• <i>Lisa Lewis approaches podium</i></li> </ul> <p><b><u>Lisa Lewis:</u></b></p> <p>Good morning. My name is Lisa Lewis. I'm Vice President of Communications &amp; Media Relations for CPS Energy. As a member of the North San Antonio Chamber of Commerce board of directors and as the volunteer chair for the Social U program, it's my honor to welcome each of you to the Social U conference this morning!</p> <p>Today's sessions will be filled with instruction, discussion and networking among our community's best and brightest leaders in social and digital marketing. We have invited SA's finest in marketing and communications to give us their best kept secrets on branding, B to B and B to C marketing, and the latest in technology and industry trends.</p> <p>But this event is really born from the vision that began in 2012 by our then board chairman, Larry Anthis of Capital One Bank, to reimagine the North Chamber's connectivity to the community. Over the last few years, the North Chamber has helped members compete in the digital age by enhancing the individual membership experience through increased visibility via North Chamber digital and social platforms, a content marketing strategy and now the instructional component, Social U.</p> <p>The goal of today is to encourage each of you to listen, share and engage through social and digital marketing media in a way that drives business connections and innovation. And I hope you'll share your thoughts and comments socially using the hashtag #SocialU.</p> <p>First, I want to recognize today's sponsors – Capital One Bank, CPS Energy, Dahill, e-E-S-I, Lead SA, SeaWorld San Antonio and Security Service Federal Credit Union. Special thanks to Cheapo Signs, Geomedia, Lander's Photography and the Omni Hotel for supporting today's event. To all of you – thank you for being here and taking part in this professional development program.</p> <p>Don't forget to "like" and "follow" the North San Antonio Chamber on Facebook, LinkedIn and Twitter – and we've provided the speaker's social handles in the program as well.</p> <p>Complimentary wi-fi and charging stations are available courtesy of Encore Event Technologies and CPS Energy. Please see your event program for login information.</p> <p>Let's get the program started. Please welcome to introduce our morning keynote presenting sponsor, <b>Larry Anthis.</b></p> <ul style="list-style-type: none"> <li>• <i>Larry enters stage, approaches podium</i></li> <li>• <i>Lisa greets Larry and exits stage</i></li> </ul>
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<p><b>8:03 a.m.</b></p>	<p><b>2 min</b></p>	<p><b>INTRO MORNING KEYNOTE</b></p> <p><b><u>Larry Anthis:</u></b></p> <p>Good morning. <b>Insert brief personal and company introduction.</b> I am excited to invite to the stage our first speaker. A former debate nerd, college professor and life-long student, Libby Spears defies the stereotypes of those who call themselves “consultants.” Her storytelling ability and natural humor make all her presentations feel like something more than a classroom experience. If you ask her what her philosophy is, she will tell you “I am a teacher not a preacher.” And she understands how people learn - by engaging them! Her consulting adventure, Bravo CC, provides all her clients with the tools they need to be game changers in every aspect of their communication.</p> <p>Whether you are building your personal brand or your organization’s brand - you cannot ignore social media and the role it plays in establishing your presence in a crowded, competitive, and noisy marketplace. You may be a newbie to the world of social media and branding or an old dinosaur - either way, this fun and informative talk will move your brand front and center. To present Brand YOU! Goes Social ...</p> <p><b>Please welcome – Libby Spears.</b></p> <ul style="list-style-type: none"> <li>• <b><i>Larry greets Libby as she enters stage</i></b></li> <li>• <b><i>Libby approaches podium, Larry exits stage</i></b></li> </ul>
<p><b>8:05 a.m.</b></p>	<p><b>40 mins</b></p>	<p><b>MORNING KEYNOTE SPEAKER: LIBBY SPEARS</b></p> <p><b><u>Libby Spears:</u></b></p> <p><i>Give 40-minute presentation on Brand YOU! Goes Social.</i></p>

<b>8:45 a.m.</b>	<b>0 mins</b>	<p><b>BREAK INTRO</b></p> <p><b><u>Larry Anthis:</u></b></p> <p>Thank you, Libby, for sharing your expertise.</p> <p>She will be back at lunch and I'm excited to announce that Capital One Bank is providing a copy of Libby's book, <i>What's Your Plan BE?</i> for each attendee, and those will be waiting for you at today's luncheon keynote presentation.</p> <p>I have one last announcement before we break. One of our morning workshop presenters has had a personal emergency and is not able to be here. Please note that <b>Workshop A in Ballroom A with Jeremy Kenisky is CANCELLED.</b></p> <p>We will now break for about 25 minutes. Feel free to visit the exhibit booths, network and tweet, share, post and engage online. Our first round of workshops will begin at 9:10 a.m. Locations and details are in your program.</p>
<b>8:45 a.m.</b>	<b>25 mins</b>	<b>BREAK, SOCIAL LOUNGE</b>

9:10 a.m.	0 min	A.M. ROUND 1: WORKSHOP “A”, INTRO (BALLROOM A) “Emerging Technologies, Trends & Applications” featuring Jeremy Kenisky, Geomedia <b>This Session Has Been CANCELLED</b>
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<p><b>9:10 a.m.</b></p>	<p>0 min</p>	<p><b>A.M. ROUND 1: WORKSHOP “B”, INTRO (BALLROOM B)</b></p> <ul style="list-style-type: none"> <li>• Volunteer approaches podium</li> </ul> <p><b><u>Michael Wyant:</u></b></p> <p>You are attending the session titled “Take Your Twitter Game to the Next Level” featuring Valero Alamo Bowl’s, Rick Hill. Rick is a veteran of the San Antonio sports scene and currently directs the sponsorship, sales, public relations, marketing and social media efforts for Valero Alamo Bowl’s 20+ annual events. During this interactive session, Rick will call on his successes and failures, as well as highlight Twitter’s latest bells and whistles to make your account more successful. Don’t forget to follow this speaker online and utilize the hashtag #SocialU throughout today’s conference.</p> <ul style="list-style-type: none"> <li>• Rick approaches podium</li> <li>• Michael greets speaker and returns to his/her seat</li> </ul>
<p><b>9:10 a.m.</b></p>	<p>50 mins</p>	<p><b>CONDUCT WORKSHOP B ( BALLROOM B)</b></p> <p><b><u>Rick Hill:</u></b></p> <p>Thank you, Michael. <i>Deliver approximately 50-minute workshop.</i></p> <ul style="list-style-type: none"> <li>• Immediately following presentation, Volunteer approaches podium</li> <li>• Speaker remains at podium for gift presentation</li> </ul>
<p><b>10:00 a.m.</b></p>	<p>0 min</p>	<p><b>CONCLUDE WORKSHOP, INTRO 2<sup>ND</sup> MORNING BREAK</b></p> <p><b><u>Michael Wyant:</u></b></p> <p>Thank you, Rick. What a great presentation. And now, please accept this gift in appreciation for your participation in today’s conference. Let’s give him another round of applause.</p> <ul style="list-style-type: none"> <li>• <i>Hold for applause</i></li> </ul> <p>For all conference attendees, you have a second round of workshop options before lunch. Round 2 begins in 20 minutes so please visit the exhibits and social lounge on your way. Please check your program for more details on workshop topics.</p>
<p><b>10:00 a.m.</b></p>	<p>20 mins</p>	<p><b>BREAK (MAIN FOYER)</b></p> <ul style="list-style-type: none"> <li>• <b>BREAK, SOCIAL LOUNGE</b></li> </ul>

<p><b>9:10 a.m.</b></p>	<p>0 min</p>	<p><b>A.M. ROUND 1: WORKSHOP “C”, INTRO (BALLROOM F)</b></p> <ul style="list-style-type: none"> <li>• Volunteer approaches podium</li> </ul> <p><b><u>Stephanie Stephens:</u></b>                  You are attending the session titled “Content Curation” featuring Pace Communication’s Sean Wood. Sean has a rich history of print reporting, multimedia management, public relations, public affairs and interactive marketing. As a content director for Pace Communications, Sean will teach you how to curate creative and specialized content for social and digital marketing. Don’t forget to follow this speaker online and utilize the hashtag #SocialU throughout today’s conference.</p> <ul style="list-style-type: none"> <li>• Sean approaches podium</li> <li>• Stephanie greets speaker and returns to his/her seat</li> </ul>
<p><b>9:10 a.m.</b></p>	<p>50 mins</p>	<p><b>CONDUCT WORKSHOP C (BALLROOM F)</b></p> <p><b><u>Sean Wood:</u></b>                  Thank you, <b>Stephanie.</b> <i>Deliver approximately 50-minute workshop.</i></p> <ul style="list-style-type: none"> <li>• Immediately following presentation, Volunteer approaches podium</li> <li>• Speaker remains at podium for gift presentation</li> </ul>
<p><b>10:00 a.m.</b></p>	<p>0 min</p>	<p><b>CONCLUDE WORKSHOP, INTRO 2<sup>ND</sup> MORNING BREAK</b></p> <p><b><u>Stephanie Stephens:</u></b>                  Thank you, Sean. What a great presentation. And now, please accept this gift in appreciation for your participation in today’s conference. Let’s give him another round of applause.</p> <ul style="list-style-type: none"> <li>• <i>Hold for applause</i></li> </ul> <p>For all conference attendees, you have a second round of workshop options before lunch. Round 2 begins in 20 minutes so please visit the exhibits and social lounge on your way. Please check your program for more details on workshop topics.</p>
<p><b>10:00 a.m.</b></p>	<p>20 mins</p>	<p><b>BREAK (MAIN FOYER)</b></p> <ul style="list-style-type: none"> <li>• <b>BREAK, SOCIAL LOUNGE</b></li> </ul>



<p><b>10:20 a.m.</b></p>	<p><b>0 min</b></p>	<p><b>A.M. ROUND 2: WORKSHOP “A” (BALLROOM A)</b></p> <ul style="list-style-type: none"> <li>• Volunteer approaches podium</li> </ul> <p><b><u>Stephanie Stephens:</u></b></p> <p>You are attending the session titled “Legal Implications of Social Media” featuring Labor &amp; Employment attorney, Donna McElroy, from Cox Smith. Donna is head of Cox Smith’s Labor and Employment Department. She and her team of employment and employer-rights attorneys are problem solvers that focus on quick, common-sense resolution of everyday challenges and creative, timely resolution of more complex issues. Today, Donna is going to teach us the limits and policies on monitoring employees’ social media use and the most effective way to protect a company’s proprietary assets. Don’t forget to follow this speaker online and utilize the hashtag #SocialU throughout today’s conference.</p> <ul style="list-style-type: none"> <li>• Donna approaches podium</li> <li>• Stephanie greets speaker and returns to his/her seat</li> </ul>
<p><b>10:20 a.m.</b></p>	<p><b>50 mins</b></p>	<p><b>CONDUCT WORKSHOP A (BALLROOM A)</b></p> <p><b><u>Donna McElroy:</u></b></p> <p>Thank you, <b>Stephanie</b>. <i>Deliver approximately 50-minute workshop.</i></p> <ul style="list-style-type: none"> <li>• <b>Immediately following presentation, Volunteer approaches podium</b></li> <li>• <b>Speaker remains at podium for gift presentation</b></li> </ul>
<p><b>11:10 a.m.</b></p>	<p><b>0 min</b></p>	<p><b>CONCLUDE WORKSHOP, INTRO LUNCH</b></p> <p><b><u>Stephanie Stephens:</u></b></p> <p>Thank you, Donna. What a great presentation. And now, please accept this gift in appreciation for your participation in today’s conference. Let’s give her another round of applause.</p> <ul style="list-style-type: none"> <li>• <b><i>Hold for applause</i></b></li> </ul> <p>For all conference attendees, the luncheon will begin in 35 minutes. All full day attendees are invited to our luncheon and keynote presentation. Please visit exhibits and social lounge on your way.</p>
<p><b>11:10 a.m.</b></p>	<p><b>30 mins</b></p>	<p><b>BREAK (MAIN FOYER)</b></p> <ul style="list-style-type: none"> <li>• <b>BREAK, SOCIAL LOUNGE</b></li> </ul>

10:20 a.m.	0 min	<p><b>A.M. ROUND 2: WORKSHOP “B” (BALLROOM B)</b></p> <ul style="list-style-type: none"> <li>• Volunteer approaches podium</li> </ul> <p><b><u>Elizabeth Rozyskie:</u></b></p> <p>You are attending the session titled “Monetizing Social Media” featuring ROBOT Creative’s, Lara August. In today’s workshop Lara will bring her 15 + years of entrepreneurship, brand development and marketing consulting experience to teach you the appropriate business strategies and tactics necessary to meet goals and expectations through business-to-business social media communication. Don’t forget to follow this speaker online and utilize the hashtag #SocialU throughout today’s conference.</p> <ul style="list-style-type: none"> <li>• Lara approaches podium</li> <li>• Elizabeth greets speaker and returns to his/her seat</li> </ul>
10:20 a.m.	50 mins	<p><b>CONDUCT WORKSHOP B (BALLROOM B)</b></p> <p><b><u>Lara August:</u></b></p> <p>Thank you, Elizabeth. <i>Deliver approximately 50-minute workshop.</i></p> <ul style="list-style-type: none"> <li>• Immediately following presentation, Volunteer approaches podium</li> <li>• Speaker remains at podium for gift presentation</li> </ul>
11:10 a.m.	0 min	<p><b>CONCLUDE WORKSHOP, INTRO LUNCH</b></p> <p><b><u>Elizabeth Rozyskie:</u></b></p> <p>Thank you, Lara. What a great presentation. And now, please accept this gift in appreciation for your participation in today’s conference. Let’s give her another round of applause.</p> <ul style="list-style-type: none"> <li>• <i>Hold for applause</i></li> </ul> <p>For all conference attendees, the luncheon will begin in 35 minutes. All full day attendees are invited to our luncheon and keynote presentation. Please visit exhibits and social lounge on your way.</p>
11:10 a.m.	30 mins	<p><b>BREAK (MAIN FOYER)</b></p> <ul style="list-style-type: none"> <li>• <b>BREAK, SOCIAL LOUNGE</b></li> </ul>

10:20 a.m.	0 min	<p><b>A.M. ROUND 2: WORKSHOP “C” (BALLROOM F)</b></p> <ul style="list-style-type: none"> <li>• Volunteer approaches podium</li> </ul> <p><b><u>Rick Hill:</u></b>                  You are attending the session titled “Content Curation” featuring Pace Communication’s Sean Wood. Sean has a rich history of print reporting, multimedia management, public relations, public affairs and interactive marketing. As a content director for Pace Communications, Sean will teach you how to curate creative and specialized content for social and digital marketing. Don’t forget to follow this speaker online and utilize the hashtag #SocialU throughout today’s conference.</p> <ul style="list-style-type: none"> <li>• Sean approaches podium</li> <li>• Rick greets speaker and returns to his/her seat</li> </ul>
10:20 a.m.	50 mins	<p><b>CONDUCT WORKSHOP C (BALLROOM F)</b></p> <p><b><u>Sean Wood:</u></b>                  Thank you, Rick. <i>Deliver approximately 50-minute workshop.</i></p> <ul style="list-style-type: none"> <li>• Immediately following presentation, Volunteer approaches podium</li> <li>• Speaker remains at podium for gift presentation</li> </ul>
11:10 a.m.	0 min	<p><b>CONCLUDE WORKSHOP, INTRO LUNCH</b></p> <p><b><u>Rick Hill:</u></b>                  Thank you, Sean. What a great presentation. Let’s give him another round of applause.</p> <ul style="list-style-type: none"> <li>• <i>Hold for applause</i></li> </ul> <p>For all conference attendees, the luncheon will begin in 35 minutes.                  All full day attendees are invited to our luncheon and keynote presentation.                  Please visit exhibits and social lounge on your way.</p>
11:10 a.m.	30 mins	<p><b>BREAK (MAIN FOYER)</b></p> <ul style="list-style-type: none"> <li>• <b>BREAK, SOCIAL LOUNGE</b></li> </ul>

11:10 p.m.	30 mins	<b>LUNCHEON REGISTRATION/ BREAK</b> <ul style="list-style-type: none"><li>• Pre-set Libby's books on seats – <b>Renee, Samantha</b></li><li>• Guests register, obtain name tags and event programs, network – <b>Susan, Whitney</b></li></ul>
11:40 a.m.	20 min	<b>OPEN BALLROOM DOORS: GRAND BALLROOM</b> <ul style="list-style-type: none"><li>• Guests begin finding their seats</li><li>• <b>A/V RUN Video 1: Event Logo/Sponsor Roll until emcee goes to stage</b></li></ul>
11:55 a.m. 11:56 a.m. 11:57 a.m. 11:58 a.m. 11:59 a.m.	5 min	<b>GUEST SEATING</b> <ul style="list-style-type: none"><li>• <b>A/V RUN AUDIO 1: Please Be Seated (every minute for 5 minutes)</b></li><li>• <b>Guests should be seated by noon</b></li></ul>
12:00 p.m.	0 min	<b>LUNCHEON WELCOME</b>

<p>12:00 p.m.</p>	<p>5 min</p>	<p><b>LUNCHEON WELCOME, INTRO LUNCH BREAK</b></p> <ul style="list-style-type: none"> <li>• <i>Lisa Lewis approaches podium</i></li> </ul> <p><b>Lisa Lewis:</b></p> <p>Good afternoon. My name is Lisa Lewis. I'm Vice President of Communications &amp; Media Relations for CPS Energy. As a member of the North Chamber board of directors and as the volunteer chair for the Social U program, and on behalf of the planning committee for Social U, I have the honor of welcoming each of you to the 2014 Social U conference and luncheon program.</p> <p>Social U is a forum for marketers and communicators - and anyone who has a vested interest in the outcome of marketing efforts, to learn, discuss and network with local marketing thought and implementation leaders. But this event is really born from a vision to reimagine the North Chamber's connectivity to the community. Over the last few years, the North Chamber has helped members compete in the digital age by enhancing the individual membership experience through increased visibility via North Chamber digital and social platforms, a content marketing strategy and now the instructional component, Social U.</p> <p>Now, let's take just a moment to acknowledge our special guests in attendance today.</p> <ul style="list-style-type: none"> <li>• Your North Chamber president/CEO – Duane Wilson</li> <li>• North Chamber Executive Committee member – Terry Hookstra, e-E-S-I</li> </ul> <p><b>Hold for Applause</b></p> <p>Special thanks to our sponsors Cheapo Signs, CPS Energy, Dahill, e-E-S-I, Geomedia, Lead SA, Lander's Photography, SeaWorld San Antonio and Security Service Federal Credit Union.</p> <p><b>Hold for Applause</b></p> <p>You may have noticed, each of you has a copy of our speaker's book "What's Your Plan BE?" Let's thank Capital One Bank for generously providing the books.</p> <p><b>Hold for Applause</b></p> <p>And we have to acknowledge our volunteers. The programs offered by the North Chamber would not be possible without the commitment and effort demonstrated by our member volunteers. If you serve on the Social U committee, please stand and be recognized.</p> <p><b>Hold for Applause</b></p> <p>If you served on the North Chamber board of directors, will you please stand so we can thank you for your service?</p> <p><b>Hold for applause</b></p> <p>Now, let's take a brief break and enjoy lunch.</p> <ul style="list-style-type: none"> <li>• <i>Lisa Lewis exits stage</i></li> </ul>
<p>12:05 p.m.</p>	<p>15 mins</p>	<p><b>LUNCH BREAK</b></p>

<p>12:20 p.m.</p>	<p>1 min</p>	<p><b>WELCOME BACK, LUNCHEON KEYNOTE INTRODUCTION</b></p> <p><b><u>Lisa Lewis:</u></b></p> <p>Welcome back for the main presentation. Please continue to enjoy your meal.</p> <p>This is a social and digital marketing conference, so you're encouraged to share and engage in your social networks and use #SocialU throughout the event.</p> <p>Don't forget to "like" and "follow" the North San Antonio Chamber on Facebook, LinkedIn and Twitter – and you can "follow" our keynote on Twitter @bravoplanbe</p> <p>Complimentary wi-fi and charging stations are available courtesy of Encore Event Technologies and CPS Energy. Please see your event program for login information.</p> <p>Let's get the program started.</p> <p>Holding an audience's attention for more than five minutes in this frenetic, technology driven culture is a challenge for any speaker. For the next 40 minutes, Libby Spears is about to focus all your attention on telling your – or your company's story. Her ability to not only hold her audience's attention but captivate, inspire and challenge them to be their best is unmatched. She operates from the question "What's YOUR Plan BE?" You each have a copy of her book by the same title.</p> <p>This question, "What's YOUR Plan BE?" is the foundation for Libby's popular topics and she works from the belief that to BE remarkable you must BE ready to try new things, challenge yourself and not be paralyzed by fear, anxiety and doubt.</p> <p>A former debate nerd, college professor and life-long student, Libby defies the stereotypes of those in her field. Her storytelling ability and natural humor make all her presentations feel like something more than a classroom experience. If you ask her <i>her</i> philosophy she will tell you "I am a teacher not a preacher." And she understands how people learn - by engaging them! Her consulting adventure, Bravo CC provides all her clients with the tools they need to be game changers in every aspect of their communication.</p> <p>Whether you are face-to-face or tapping into the power of social media - storytelling is a powerful sales strategy that is often forgotten in favor of the cold, hard facts.</p> <p>How do you convert more sales with storytelling? Glad you asked.</p> <p>In this informative and thought provoking talk, you are about to learn the key strategies behind storytelling that sells. Presenting Storytelling = Sales. When it's done right.</p> <p><b>Please welcome – Libby Spears.</b></p> <ul style="list-style-type: none"> <li>• <i>Lisa greets Libby as she enters stage</i></li> <li>• <i>Libby approaches podium, Lisa exits stage</i></li> </ul>
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12:21 a.m.	40 mins	<p><b>LUNCHEON KEYNOTE: LIBBY SPEARS</b></p> <p><b><u>Libby Spears:</u></b></p> <p><i>Give 40-minute presentation on Storytelling = Sales. When it's done right.</i></p>
1:01 p.m.	0 mins	<p><b>CONCLUSION, BREAK INTRO</b></p> <p><b><u>Lisa Lewis:</u></b></p> <p>Thank you, Libby, for sharing your expertise.          And now, please accept this gift in appreciation for your participation in today's conference.          And, thank you, everyone, for attending today.  <i>If you have participated in any of the contests our exhibitors have been running, we're going to conduct those drawing now.</i></p> <p><b>PRIZE DRAWING</b></p> <p>This concludes our luncheon program. For those of you attending the full-day conference, we will now break for about 20 minutes before our next round of workshops. Don't forget to visit our exhibitors. Have a wonderful afternoon and enjoy the rest of your day.</p>
1:01 p.m.	19 mins	<p><b>BREAK, SOCIAL LOUNGE</b></p>

<p>1:20 p.m.</p>	<p>0 min</p>	<p><b>P.M. ROUND 1: WORKSHOP “A” (BALLROOM A)</b></p> <ul style="list-style-type: none"> <li>• Volunteer approaches podium</li> </ul> <p><b><u>Rachael Weisensee:</u></b>          You are attending the session titled “Social Applications – What’s Next &amp; What’s Right for You” featuring ROBOT Creative’s, Lara August. Lara brings 15 + years of entrepreneurship, brand development, marketing consulting and business innovation to her role as Creative Director at ROBOT Creative. In this 50-minute workshop, she will teach you how to keep up with social trends and which applications are best for your business and the results you want to see. Don’t forget to follow this speaker online and utilize the hashtag #SocialU throughout today’s conference.</p> <ul style="list-style-type: none"> <li>• Lara approaches podium</li> <li>• Rachael greets speaker and returns to his/her seat</li> </ul>
<p>1:20 p.m.</p>	<p>50 mins</p>	<p><b>CONDUCT WORKSHOP A (BALLROOM A)</b></p> <p><b><u>Lara August:</u></b>          Thank you, Rachael. <i>Deliver approximately 50-minute workshop.</i></p> <ul style="list-style-type: none"> <li>• Immediately following presentation, Volunteer approaches podium</li> <li>• Speaker remains at podium for gift presentation</li> </ul>
<p>2:10 p.m.</p>	<p>0 min</p>	<p><b>CONCLUDE WORKSHOP, INTRO AFTERNOON BREAK</b></p> <p><b><u>Rachael Weisensee:</u></b>          Thank you, Lara. What a great presentation.</p> <ul style="list-style-type: none"> <li>• <i>Hold for applause</i></li> </ul> <p>For all attendees, there is a brief break before the final keynote of today’s conference. Please visit exhibits and social lounge, and the afternoon assembly will begin promptly at 2:30 p.m.</p>
<p>2:10 p.m.</p>	<p>20 mins</p>	<p><b>BREAK (MAIN FOYER)</b></p> <ul style="list-style-type: none"> <li>• <b>BREAK, SOCIAL LOUNGE</b></li> </ul>



1:20 p.m.	0 min	<p><b>P.M. ROUND 1: WORKSHOP “B” (BALLROOM B)</b></p> <ul style="list-style-type: none"> <li>• Volunteer approaches podium</li> </ul> <p><b><u>Jennifer Van Cleave:</u></b></p> <p>You are attending the session titled “Event Marketing – Integrating Offline &amp; Online” featuring Dahill’s, Paul Furse. As Director of Production Management, Paul specializes in color management, process control and workflow automation. In today’s workshop you will learn how to create successful events by harnessing the power of personalization. Don’t forget to follow this speaker online and utilize the hashtag #SocialU throughout today’s conference.</p> <ul style="list-style-type: none"> <li>• Paul approaches podium</li> <li>• Jennifer greets speaker and returns to his/her seat</li> </ul>
1:20 p.m.	50 mins	<p><b>CONDUCT WORKSHOP B ( BALLROOM B)</b></p> <p><b><u>Paul Furse:</u></b></p> <p>Thank you, Jennifer. <i>Deliver approximately 50-minute workshop.</i></p> <ul style="list-style-type: none"> <li>• Immediately following presentation, Volunteer approaches podium</li> <li>• Speaker remains at podium for gift presentation</li> </ul>
2:00 p.m.	0 min	<p><b>CONCLUDE WORKSHOP, INTRO AFTERNOON BREAK</b></p> <p><b><u>Jennifer Van Cleave:</u></b></p> <p>Thank you, Paul. What a great presentation. And now, please accept this gift in appreciation for your participation in today’s conference. Let’s give him another round of applause.</p> <ul style="list-style-type: none"> <li>• <i>Hold for applause</i></li> </ul> <p>For all attendees, there is a brief break before the final keynote of today’s conference. Please visit exhibits and social lounge, and the afternoon assembly will begin promptly at 2:30 p.m.</p>
2:10 p.m.	20 mins	<p><b>BREAK (MAIN FOYER)</b></p> <ul style="list-style-type: none"> <li>• <b>BREAK, SOCIAL LOUNGE</b></li> </ul>

<p>1:20 p.m.</p>	<p>0 min</p>	<p><b>P.M. ROUND 1: WORKSHOP “C” (BALLROOM F)</b></p> <ul style="list-style-type: none"> <li>• Volunteer approaches podium</li> </ul> <p><b><u>Irma Woodruff:</u></b></p> <p>You are attending the session titled “Bringing the Plan Together” featuring SeaWorld San Antonio’s, Brian Carter. Brian oversees communication, social media and websites as Director of Communications and Interactive Marketing for SeaWorld San Antonio. What you may not know is that Brian had a hand in publishing the most viral video in SeaWorld’s history – the San Antonio Harlem Shake with 7.8 million views. Today, Brian is going to teach you how to balance flexibility and structure when it comes to creating engaging social channels with intentional plans. Don’t forget to follow this speaker online and utilize the hashtag #SocialU throughout today’s conference.</p> <ul style="list-style-type: none"> <li>• Brian approaches podium</li> <li>• Irma greets speaker and returns to his/her seat</li> </ul>
<p>1:20 p.m.</p>	<p>50 mins</p>	<p><b>CONDUCT WORKSHOP C (BALLROOM F)</b></p> <p><b><u>Brian Carter:</u></b></p> <p>Thank you, Irma. <i>Deliver approximately 50-minute workshop.</i></p> <ul style="list-style-type: none"> <li>• Immediately following presentation, Facilitator approaches podium</li> <li>• Speaker remains at podium for gift presentation</li> </ul>
<p>2:10 p.m.</p>	<p>0 min</p>	<p><b>CONCLUDE WORKSHOP, INTRO AFTERNOON BREAK</b></p> <p><b><u>Irma Woodruff:</u></b></p> <p>Thank you, Brian. What a great presentation. And now, please accept this gift in appreciation for your participation in today’s conference. Let’s give him another round of applause.</p> <ul style="list-style-type: none"> <li>• <i>Hold for applause</i></li> </ul> <p>For all attendees, there is a brief break before the final keynote of today’s conference. Please visit exhibits and social lounge, and the afternoon assembly will begin promptly at 2:30 p.m.</p>
<p>2:10 p.m.</p>	<p>20 mins</p>	<p><b>BREAK (MAIN FOYER)</b></p> <ul style="list-style-type: none"> <li>• <b>BREAK, SOCIAL LOUNGE</b></li> </ul>

2:30 p.m.	0 min	<p><b>AFTERNOON WELCOME, INTRO AFTERNOON KEYNOTE</b></p> <ul style="list-style-type: none"> <li>• <i>Lisa Lewis approaches podium</i></li> </ul> <p><b><u>Lisa Lewis:</u></b></p> <p>Has everyone enjoyed the 2014 Social U conference so far?!</p> <p><i>Hold for response</i></p> <p>I would like to welcome to the stage <b>Lisa Mochel</b> from eESI to introduce our afternoon keynote.</p> <ul style="list-style-type: none"> <li>• <i>Lisa Mochel enters stage and approaches podium</i></li> <li>• <i>Lisa Lewis greets Lisa Mochel, and exits stage</i></li> </ul>
2:30 p.m.	1 min.	<p><b>AFTERNOON KEYNOTE INTRO</b></p> <p><b><u>Lisa Mochel:</u></b></p> <p><b>Insert brief personal and company introduction.</b> It is my honor to introduce our last keynote presenter of the day. We had so much wonderful feedback from his presentation last year, that we had to invite him back. Todd Coerver has served as Chief Operating Officer for Taco Cabana over the last two years. Prior to that he spent three years as Chief Brand Officer for the 170-unit Mexican restaurant brand. To add, he has held leadership positions in both Marketing and Operations during his 15 years at Whataburger. This topic is near and dear to Todd’s heart. Here to speak about “Marketing &amp; Operations – Working Together to Drive Innovation,” please welcome –</p> <p><b>Todd Coerver.</b></p> <ul style="list-style-type: none"> <li>• <i>Lisa Mochel greets Todd as he enters stage</i></li> <li>• <i>Todd approaches podium, Lisa Mochel exits stage</i></li> </ul>
2:31 p.m.	30 mins	<p><b>AFTERNOON KEYNOTE: TODD COERVER</b></p> <p><b><u>Todd Coerver:</u></b></p> <p><i>Give 30-minute presentation on “Marketing &amp; Operations – Working together to Drive Innovation”.</i></p>
3:01 p.m.	0 mins	<p><b>CONFERENCE CONCLUSION</b></p> <p><b><u>Lisa Lewis:</u></b></p> <p>Thank you, Todd, for sharing your expertise. Please accept this gift in appreciation for your participation today. On behalf of the North San Antonio Chamber of Commerce, CPS Energy and all of our sponsors and volunteers today, thank you to our attendees for being a part of Social U 2014. This concludes today’s program.</p>