

\*Preliminary Program Schedule



Seattle, WA Event  
July 27<sup>th</sup>, 2009  
@ Silver Cloud Inn - Broadway  
1100 Broadway, Seattle, Washington, 98122

8:00am – 9:30am            Twitter Beginner Boot Camp

10:00am – 10:10am        Opening Introduction  
Bob Fine, Editor-in-Chief  
@bobfine  
Cool Blue Company, LLC

**Our First Cool Twitter Conferences World Tour Keynote**

10:10am – 10:45am        Carri Bugbee, Founder  
@carribugbee  
Big Deal PR – Marketing Zest For Innovators  
*"Twitter and Mad Men: A look at the story behind the story about Mad Men who Twitter."*

**Doing Good With Twitter: Tweeting, Non-Profits and Social Causes**

10:50am – 11:10am        Kari Quaas, Employer Support and Community Manager  
@kariquaas  
Cool Works  
*"Tweet About What Matters To You And The Connections Will Follow"*

11:10am – 11:30am        Jamie Bechtel, CEO  
@jamiebechtel  
NEW Course – Gender Based Conservation  
*"The Learning Process of Applying Twitter to a New Green Business"*

11:30am – 11:50am Eric Becker, Writer/Producer & New Media Strategist  
@becker  
*"Non-Profits with Electronics: Providing Value to Your Stakeholders in 140 Characters or Less"*

11:50am – 12:00pm Break

12:00pm – 12:30pm Ayush Agarwal, Investment Professional  
@ayush  
Madrona Venture Group  
*Where Are Micro-Messaging and Social Media Headed, and What Does That Mean For You?"*

12:30pm – 1:30pm Lunch (provided)

**It's All About the Customer, Always.**

1:30pm – 1:50pm Jay Eskenazi, Ph.D.  
@customerexplabs  
Customer Experience Labs  
*"The SECRET to Building Successful Customer Relationships Using Twitter"*

1:50pm – 2:10pm Adam Schoenfeld, CEO & Co-Founder  
@schoeny  
CheddrMedia  
*"Promotions & Contests on Twitter - The Good, the Bad, and the Ugly..."*

**Mind Your Own Business and Twitter**

2:10pm – 2:30pm Blake Cahill, Vice President of Corporate Marketing  
@bcahill  
Visible Technologies  
*"What's in a Tweet? Levering 140 Character Insights to Boost Your Brand"*

2:30pm – 2:50pm Eric Berto, Corporate Communications Manager  
@geekgiant  
GeekGiant  
*“The B2B Use of Twitter”*

2:50pm – 3:30pm A Longer Break to Network and Meet People

**Stories, Strange and True, About Twitter**

3:30pm – 3:50pm Ed Borasky, Social Media Analytics Researcher  
@znmeb  
Borasky Research  
*“A Tale Of Two Communities -- How Twitter United the PDX Marketing and Tech Communities”*

3:50pm – 4:10pm Brian Westbrook, Technology Broadcaster  
@bmw  
Sandusky Radio Seattle  
*“Twitter Can Be An Amazing Resource - It Can Also Be A Danger Zone for the Unprepared”*

4:10pm – 4:20pm Bob Fine, Editor-in-Chief  
@bobfine  
Cool Blue Company, LLC  
Closing Thoughts

4:30pm End

\* Schedule is subject to change.