



Last updated on March 13, 2018

Monday, April 23, 2018

- 1:00 pm – 9:00 pm **Registration**
2:00 pm – 5:00 pm **Pre-conference Workshop** (Purchase this \$75 add-on during registration)
7:00 pm – 9:00 pm **Welcome Reception** (Marriott DTC Ground floor Atrium)

Tuesday, April 24, 2018

- 7:00 am – 5:00 pm **Registration**
7:00 am – 8:00 am **Continental Breakfast**
8:00 am – 9:30 am **Opening Session: Keynotes from Twitter & Hootsuite**
9:00 am – 5:00 pm **Expo Open**
9:45 am – 10:45 am **Breakouts (3 concurrent sessions):**
 - “Steps for Developing a Social Media Plan”- Bryan Bullock, City of Boulder Comms, CO
 - “Surviving Live Stream Catastrophes”- Tim Akimoff, Oregon Dept of Fish & Wildlife
 - “Using Hootsuite to Maximize Your Social Investment in 60 Minutes” - Ben Cathers, Hootsuite

10:45 am – 11:00 am **Networking Break, ‘Bling Your Bag’ Station**
11:00 am – Noon **Breakouts (3 concurrent sessions)**
 - “Analytics & Success Measurement for Social Media”- Renie Dugwyler, CO Attorney General's Office of Community Engagement
 - “Google Maps Hands-On”- Eli King, University of Washington & Alisha King, WA-Tech
 - TBD

12:15 pm – 1:30 pm **Lunch, Sponsor Speed Dating & Raffles**
1:45 pm – 2:45 pm **Breakouts (3 concurrent sessions)**
 - “Timesaving Tools & Tricks for Social Media”- Nick Smith, City of Gaithersburg, MD
 - “Set Up a Virtual Operations Support Team (VOST) to Help in Crises” – Mary Jo Flynn, Sacramento County OES, CA & Cheryl Bledsoe, Virtual Emergency Management Association
 - “Hackers, and Russians, and Voters? Oh My!”- Alton Dillard, Denver Elections Division, CO

2:45 pm – 3:00 pm **Networking Break**
3:00 pm – 3:45 pm **PowerTalk Table Discussions**
3:45 pm – 5:00 pm **General Session: “Social Media Crisis Response Panel”**
5:30 pm **Restaurant Romp & Downtown Transportation**

Wednesday, April 25, 2018

- 7:00 am – 5:30 pm **Registration**
7:00 am – 8:00 am **Continental Breakfast**
8:00 am – 9:15 am **General Session: Facebook Panel & Q&A**
9:15 am – 5:00 pm **Expo Open**

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DENVER, COLORADO | APRIL 24-26

- 9:30 am – 10:30 am **Breakouts (3 concurrent sessions)**
- “Vlogging Lessons Learned & Reaching Millennials”- Brittini Evans & Rihana Shah, City of Mesa, AZ
 - “Tips for Smartphone Video: Live & Produced”- Kerry Shearer, “The Livestream Expert”
 - Archive Social Breakout
- 10:30 am – 10:45 am **Networking Break**
- 10:45 am – 11:45 am **Breakouts (3 concurrent sessions)**
- “Social Media Policy Best Practices” – Kaitlin Keeler, Oakland County, MI
 - “Avoiding Burnout with Social Media and Your Job”- Maria Hogg, Howard County Dept of Fire & Rescue Services, MD
 - “Coordinating Hundreds of Profiles: A State Perspective” - Andrew Belanger, State of Michigan
- Noon – 1:15 pm **Lunch, General Session: “The Perfect Amount of Funny” with Lawrence, KS PD**
- 1:30 pm – 2:30 pm **Breakouts (3 concurrent sessions)**
- “Facebook Metrics” - Eva Guidarini, Facebook
 - “Guide to Personal Branding”- Francie Palmer, City of Rancho Cucamonga, CA
 - “Canva vs. Pixlr”- Laurie Stewart & Jennifer Yamaguma, City of Santa Clara, CA
- 2:30 pm – 2:45 pm **Networking Break**
- 2:45 pm – 4:00 pm **Golden Post Award Ceremony**
- 4:15 pm – 5:00 pm **General Session: “Storytelling”**

Thursday, April 26, 2018

- 7:00 am – Noon **Registration**
- 7:00 am – 8:00 am **Continental Breakfast**
- 8:00 am – 9:00 am **General Session: “Conversation with the City of Houston on Hurricane Harvey”**
- 9:00 am – 11:45 am **Expo Open**
- 9:15 am – 10:15 am **Breakouts (3 concurrent sessions)**
- “Responding to Social Media Comments” – Alicia Trost, Bay Area Rapid Transit (BART), CA
 - “Managing the Big Day on Social Media”- Kyle Veazey, City of Memphis, TN
 - Sprout Social Breakout Session
- 10:15 am – 10:30 am **Networking Break**
- 10:30 am – 11:30 am **Breakouts (3 concurrent sessions)**
- PowerTalk Table Discussions
 - “How to Tell Your Own Story with Social Media”- Dionne Waugh, Jefferson County Sheriff’s Office, CO & Katie Nelson, Mountain View PD, CA
 - “How Many Social Profiles & When to Say Goodbye” – Warren Kagarise, King County, WA
- 11:45 am – 12:30 pm: **General Session: Closing Keynotes & Raffles**

*Please note: This schedule is subject to change. All sessions and activities are held at Marriott DTC, 4900 Syracuse St., Denver, CO 80237.