



Last updated on April 17, 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 – 5:30 pm **Registration**  
7:00 am – 8:00 am **Continental Breakfast**  
8:00 am – 9:30 am **Opening Keynotes: Twitter & Hootsuite**  
9:30 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
  - “Snapchat: Get on Board & Learn Top Techniques” – Sofia Gross, Snap, Inc

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 **Keynote Panel: Social Media Crisis Response**  
5:30 pm **Restaurant Romp & Downtown Transportation**

## Wednesday, April 25, 2018

- 7:00 am – 5:00 pm **Registration**  
7:00 am – 8:00 am **Continental Breakfast**  
8:00 am – 9:15 am **Keynote: Facebook Tools, Best Practices and Q&A**

# #GSMCON 2018

DENVER, COLORADO | APRIL 24-26

9:15 am – 5:00 pm	<b>Expo Open</b>
9:30 am – 10:30 am	<b>Breakouts (3 concurrent sessions)</b> <ul style="list-style-type: none"><li>▪ “Vlogging Lessons Learned &amp; Reaching Millennials” – Rihana Shah &amp; Brittni Denise Evans, City of Mesa, AZ</li><li>▪ “Tips for Smartphone Video: Live &amp; Produced” - Kerry Shearer, “The Livestream Expert”</li><li>▪ “Saving Public Officials from Themselves on Social Media (Archive Social)” – Anil Chawla, Archive Social &amp; Amy Blalock, City of Durham, NC</li></ul>
10:30 am – 10:45 am	<b>Networking Break</b>
10:45 am – 11:45 am	<b>Breakouts (3 concurrent sessions)</b> <ul style="list-style-type: none"><li>▪ “Social Media Policy Best Practices” – Kaitlin Keeler, Oakland County, MI</li><li>▪ “Avoiding Burnout with Social Media and Your Job” - Maria Hogg, Howard County Dept of Fire &amp; Rescue Services, MD</li><li>▪ “Coordinating Hundreds of Profiles: A State Perspective” - Andrew Belanger, State of Michigan</li></ul>
Noon – 1:15 pm	<b>Lunch &amp; Keynote: The Perfect Amount of Funny</b>
1:30 pm – 2:30 pm	<b>Breakouts (3 concurrent sessions)</b> <ul style="list-style-type: none"><li>▪ “The Basics of Using Facebook Metrics” - Eva Guidarini, Facebook</li><li>▪ “Guide to Personal Branding” - Francie Palmer, City of Rancho Cucamonga, CA</li><li>▪ “Canva vs. Pixlr” - Laurie Stewart &amp; Jennifer Shelton, City of Santa Clara, CA</li></ul>
2:30 pm – 2:45 pm	<b>Networking Break</b>
2:45 pm – 4:00 pm	<b>Golden Post Award Ceremony</b>
4:15 pm – 5:00 pm	<b>Keynote: Lessons from Detroit’s Chief Storyteller</b>

## Thursday, April 26, 2018

7:00 am – 12:30 pm	<b>Registration</b>
7:00 am – 8:00 am	<b>Continental Breakfast</b>
8:00 am – 9:00 am	<b>Keynote: Conversation with the City of Houston on Hurricane Harvey</b>
9:00 am – 11:45 am	<b>Expo Open</b>
9:15 am – 10:15 am	<b>Breakouts (3 concurrent sessions)</b> <ul style="list-style-type: none"><li>▪ “Responding to Social Media Comments” – Alicia Trost, Bay Area Rapid Transit (BART), CA</li><li>▪ “Managing the Big Day on Social Media” - Kyle Veazey, City of Memphis, TN</li><li>▪ “Data Storytelling: Leverage Analysis to Inform Strategy and Boost Engagement (Sprout Social)” – Andrew Caravella, Sprout Social &amp; Rachel Moore, Colorado Department of Human Services</li></ul>
10:15 am – 10:30 am	<b>Networking Break</b>
10:30 am – 11:30 am	<b>Breakouts (3 concurrent sessions)</b> <ul style="list-style-type: none"><li>▪ PowerTalk Table Discussions</li><li>▪ “How to Tell Your Own Story with Social Media” - Dionne Waugh, Jefferson County Sheriff’s Office, CO &amp; Katie Nelson, Mountain View PD, CA</li><li>▪ “How Many Social Profiles &amp; When to Say Goodbye” – Warren Kagarise, King County, WA</li><li>▪ “Easy Video Storytelling for Social Media” – Sarah Figalora, City of Boston</li></ul>
11:45 am – 12:30 pm:	<b>Closing Keynote &amp; Raffles</b>



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