

# Agenda



8:00 - 8:20 AM	<b>Registration &amp; Caffeine</b>		
8:20 - 8:30 AM	<b>Introduction &amp; Housekeeping</b>		
8:30 - 9:00 AM	<b>What We've Learned from Over 15,000 Individual GMB Profiles -</b> David Mihm, ThriveHive		
9:00 - 9:30 AM	<b>How to Win at Local Search with SABs -</b> Joy Hawkins, Sterling Sky		
9:30 - 10:00 AM	<b>Evolution of Reviews &amp; the Algorithm -</b> Mike Blumenthal - GatherUp		
10:00 - 10:15 AM	<b>Q&amp;A</b>		
10:15 - 10:30 AM	<b>Break</b>		
10:30 - 11:00 AM	<b>Google My Business Problem Solving -</b> Allyson Wright, Google   Joy Hawkins, Sterling Sky   Mike Blumenthal, GatherUp		
11:00 - 11:30 AM	<b>Lessons Learned from 10,000 Pieces of Content per Month -</b> Will Scott, Search Influence		
11:30 - 12:00 PM	<b>Ads, Ads, Everywhere: Local Ad Targeting -</b> Dana DiTomaso, Kick Point		
12:00 - 12:15 PM	<b>Q&amp;A</b>		
12:15 - 1:00 PM	<b>Lunch</b>		
1:00 PM	<b>Breakouts</b>		
	<b>Main Room:</b> <b>Mobile Search: Tools &amp; Case Studies</b>  Cindy Krum Mobile Moxie	<b>Mountain View Room:</b> <b>DIY Usability Workshop 1</b>  Ed Reese Sixth Man Marketing	<b>Ruffatto Commons:</b> <b>Spam Fighting Workshop</b>  Joy Hawkins Sterling Sky  Mike Blumenthal GatherUp
1:30 PM	<b>Multi-Location Management: What Really Works</b>  Dan Leibson Local SEO Guide	<b>Continued - DIY Usability Workshop 1</b>	<b>Continued - Spam Fighting Workshop</b>
2:00 PM	<b>Agency Automation &amp; APIs</b>  Joel Headley PatientPop	<b>DIY Usability Workshop 2</b>  Ed Reese Sixth Man Marketing	<b>Local Audits &amp; Marketing Plans Workshop</b>  Carrie Hill Mary Bowling Ignitor Digital
2:30 PM	<b>Ask Me Anything: Agency &amp; Enterprise</b>  All-Star Panel!	<b>Continued - DIY Usability Workshop 2</b>	<b>Continued - Local Audits &amp; Marketing Plans Workshop</b>
3:15 - 3:45 PM	<b>Happy Hour Break</b>		
3:45 - 4:15 PM	<b>Developing Your Brand's Reputation -</b> Aaron Weiche, GatherUp		
4:15 - 4:45 PM	<b>Preparing for Local Search in 2020</b> Mike Blumenthal, GatherUp   Joy Hawkins, Sterling Sky   Dan Leibson, Local SEO Guide   Cindy Krum, MobileMoxie   David Mihm, ThriveHive		
4:45 - 5:00 PM	<b>Final Q&amp;A</b>		