



Sharpening Your Digital Edge

The Business, Social Media & Cyber Conference

Wednesday, August 17, 2022



AGENDA

	Room 1	Room 2	Room 3
8:30 AM	Attendees Check-in & Grab 'n Go Breakfast		
9:00 AM	Welcome Remarks		
9:10 AM	Keynote - Martin Vilata - Grow Your Business on TikTok		
10:00 AM	Creating the Most Important Social Media Content Mark Nanez, NineYes Marketing	Lead Generation from Social Media Erika Wise, WiserWay Media	Selling Online - What Platform is Right for You? Nick Hawks, 12TeachYou.com
11:00 AM	Using Reels and TikTok to Drive Business Mark Nanez, NineYes Marketing	Omnichannel Marketing Erika Wise, WiserWay Media	Social Media Marketing for Brick & Mortar Retailers Holly Blackwell, H2M Solutions
12:00 PM	Lunch & Keynote - Micheal Bazar - Too Small to Hack? Busting Cybersecurity Myths and How to Manage Risk		
1:00 PM	Your Personal Brand IS Your Business Katie Britt, Wichita Falls Chamber	Cybersecurity in the Real World Experts Panel	Secrets to Merchandise Sourcing Nick Hawks, 12TeachYou.com
2:00 PM	Get the World's Biggest Search Engine to Work for You Amy Wood & Ashton Montgomery, Flint Avenue	Networking in the Garden B2B Networking and Meet the Presenters	Set Your eCommerce Marketing Up for Success Holly Blackwell, H2M Solutions
3:00 PM	Trivia Mania A fun way to review what you have learned and gain new knowledge from workshops you have missed! Participate for chances to win prizes & TikTok Ad Credits!		
3:50 PM	Closing Remarks		
4:00 PM	Adjourn		



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