

Friday, April 9 – Welcome to BlogPaws 2010 – Registration starts at 1:00 PM

Friday, April 9 – Evening General Session

6:00 – 9:00 PM

Conference Opening Reception (Grand Ballroom)
Keynote – Charlotte Reed: “Build Your Brand Through Blogging”
 Pet Art Silent Auction : : Exhibits Open

Saturday, April 10 – General and Topic Sessions

7:30 – 8:30 AM

Breakfast (Grand Ballroom) & Networking
 Exhibits Open

8:30 – 9:30 AM

Morning Keynote (Grand Ballroom) – **Andrea Arden:**
 Star of Animal Planet’s *Underdog to Wonderdog*

9:45 – 10:45 AM

Session A – The Do’s and Don’ts of Product Reviews
 Panel: Susan Getgood (Getgood Marketing & Blog with Integrity), Mary K. Engle (Federal Trade Commission), Jennifer Lilly (Mr. Tuck’s Neighborhood)

Session B – Tips, Tricks, and Habits for SEO and Traffic Stats
 Panel: Ellen Burgan (Drs Foster and Smith), Stephan Spencer (Covario), Mary Archer (Richmond Pets)

Session C – Book Publishing in a Digital World
 Panel: Nadine M. Rosin (Pet Parenthood book/blog), Janiss Garza (Dear Sparkle), Edie Jarolim (Am I Boring My Dog?), Penny Sansevieri (Author Marketing Experts)

11:00 AM – Noon

Session D – Monetizing Your Blog Through Sponsorships & Advertising
 Panel: Anita Campbell (Small Business Trends), Christina Kwan (Dogtime Media)

Session E – Building Your Blog Strategy
 Panel: Karen Nichols (Catster blog), Michele Hollow (PetNewsAndViews.com)

Session F – Pets & Pals Online – Leveraging Social Media
 Panel: Kim Ratcliff (to Know Better blog), Robin Olson (Covered in Cat Hair blog), Jennifer Laycock (Social Media Strategist), Helin Jung (Peoplepets.com)

Noon – 1:00 PM

Lunch (Grand Ballroom)

1:00 – 1:30 PM

Afternoon Keynote (Grand Ballroom):
Dr. Larry McDaniel, PurinaCare Blog “Corporate Blogging: A Personal Experience”

1:45 – 2:45 PM

Session G – Better Business Blogging
 Panel: Tom Collins (BlogPaws), Natalie Malaszenko (Petco), Michele Miller (Wonder Branding)

Session H – Be The Change You Want to See
 Panel: Dorian Wagner (Your Daily Cute), Jessica Vogelsang (Pawcurious)

Session I – Contests, Sweepstakes, Promotions – Nuts & Bolts
 Panel: Jane Couto (MomGenerations.com), Donna DeClemente (Social Sweeps), Hollis Thomases (WebAd blog), Jenny Cisney (Kodak’s 1000 Words blog)

2:45 – 3:45 PM

“Sniffing Out More” Roundtable Sessions – Exhibits – Networking

3:45 – 4:30 PM

Closing Keynote (Grand Ballroom):
Elisa Camahort Page, Co-Founder of Blogher.com
 “How Online Communities Are Transforming Our (and our pets’) Lives”

4:30 – 5:00 PM

Closing Remarks: Co-Founders (Grand Ballroom)
 Announce Shelter/Rescue Donation Winners

6:00 – 9:00 PM

“Just the Beginning” Evening Social Event and Entertainment