

Technology Support for Small Businesses
 Wednesday, February 15 ~ Washington D.C. Convention Center

EVENT AGENDA

	Time	Session Title	Room
Registration	8:00 – 9:00 am	Attendee Registration and Continental Breakfast	Common Area
Early Bird Session	8:30 – 9:15 am	Get Ready for Social Media’s New Security Challenges <i>Patrick Grey, Director of X-Force Operations & Cisco Security Strategist</i>	
Opening & Welcome Remarks	9:15 – 10:00 am	<i>Joe Clarke, District Director Washington DC SCORE</i> <i>Ben Cardin, U.S. Senator for Maryland</i> <i>Tom Reed, U.S. Federal Communications Commission Representative from the U.S. Small Business Administration</i> <i>Representative from District government</i> <i>Ken Yancey, CEO SCORE Association</i>	
Break	10:00 – 10:15 am	Coffee Break & Visit Partner Tables	Common Area
Workshops	10:15 – 11:15 am	A. Boosting Your Business Using Technology - Cut through the hype to find real business value. B. Getting in Tune with Your Customer Base - Using Social Media (Facebook, Google+, Twitter, etc.) to engage your customers.	
Break	11:15 – 11:30 am	Coffee Break & Visit Partner Tables	Common Area
Buzz Sessions	11:30 – 12:30 pm	1. Automating Your Business Operation - Building and populating the perfect Web Site. 2. Making Sure Your Customers Find You - Understanding and Using SEO and Paid Search. 3. Delivering the Goods – Make effective use of Cloud Computing, Social Media, and other tools. 4. Improving Your Cash Flow – Using technology in new ways to enhance your bottom line.	
Keynote Lunch	12:30 – 2:00 pm	Keynote Lunch <i>To be Announced</i>	
Afternoon Remarks	2:00 – 2:20 pm	<i>Mignon Clyburn, FCC Commissioner</i>	

Break	2:20 – 2:30 pm	Coffee Break & Visit Partner Tables	Common Area
Workshops	2:30 – 3:30 pm	<ul style="list-style-type: none"> A. Boosting Your Business Using Technology - Cut through the hype to find real business value. B. Getting in Tune with Your Customer Base - Using Social Media (Facebook, Google+, Twitter, etc.) to engage your customers. 	
Break	3:30 – 3:40 pm	Refreshment Break & Visit Partner Tables	Common Area
Buzz Sessions	3:40 – 4:40 pm	<ul style="list-style-type: none"> 1. Automating Your Business Operation - Building and populating the perfect Web Site. 2. Making Sure Your Customers Find You - Understanding and Using SEO and Paid Search. 3. Delivering the Goods – Make effective use of Cloud Computing, Social Media, and other tools. 4. Improving Your Cash Flow – Using technology in new ways to enhance your bottom line. 	
Closing	4:45 pm	Closing Remarks & Partner Prize Drawings	Common Area