2017 CAPE COD TECHCON SCHEDULE - Tentative Subject to Change at any time - Check back often!									
		Becoming an Entrepreneur: Building a Business in the Digital Age	Traditional & Digital Business Tools	Scaling Your Business, Nonprofit or Hobby Online	Growing Your Online Presence for Fun or Profit	Creating Your Own Social Media World	Developing Your Social Media Strategy	How the Web Works: Building, Maintaining & Analyzing Websites	Learning to Program! For Business or Family Fun	**HELP DESK and HEADSHOTS**
ROOM #	AUDITORIUM	A154	A158	A159	A160	A161	A163	A165	A148	A164
8am-REGISTRATION										
9am	KEYNOTE - Auditorium									
10am		**Logo Design 101 -** Alison Caron	**Digital Marketing Management Tools -** Bridget Ayers	**Easy Ways to Grow Your Email List -** Heather Jackson	**The Rise of the Remote Work Empire: Building Work-from-Home Options or Remote Teams -** Meghan Blair	**Linked In: The Set It and Go Get It Network -** Katie Clancy	**Video Marketing: Using Webinars and Live Video To Promote Your Business -** Catherine Weber	**Setting up your Wordpress Website -** Amy CQ	**Intro to Coding for Kids and Adults -** Deb Bisnette	**LEGAL and NON-PROFIT -** with Gene and Kathy SOCIAL MEDIA - with Amy Dowd, Alecia,
11am		**Setting Sail as an Entrepreneur -** Gene Curry	**Marketing Tech Hacks for the NON-Marketer -** Amy Dowd	**Creating and Maintaining a Nonprofit Donor Database -** Kathy Z	**Content that Closes -** Mike Brown	**Get a Professional Headshot or Get Help at the Geek Girl Help Desk!**	**Mystical Magical Video Tour -** Alecia Orsini	**Advanced WordPress Customization -** Amy CQ	**Web Basics: Intro to writing HTML with Cascading Stylesheets (CSS)** - Jenn Lee	**QUICKBOOKS & FINANCE-** with Meghan & Jody
NOON - Lunch										
1pm		**Show Me the Money: Banking and Processing Payments in 2017** - Jody Paterson	**How to Make Radio Work For You -** Melinda Baker	**Scaling Your Business: From Subcontractors to Interns to Employees -** Bridget Ayers	**Email in the Mobile Age: What you need to know today -** Heather Jackson	**FUNstagram -** Alecia Orsini	**Facebook for Nonprofits -** Kathy Z	**WordPress Maintenance -** Jean Kourafas	**Get a Professional Headshot or Get Help at the Geek Girl Help Desk!**	**PROGRAMMING -** with Rodrigo & Jenn Lee **COMPUTER TIPS -** with Mark Ameres and Deb Bisnette
2pm		**Copyrights, Trademarks, Patents, Oh My!** Gene Curry	**A Quick and Dirty Digital Marketing Strategy -** Katie Clancy	**Tools of the Trades: Trades and Construction Technology -** Meghan Blair	**How to Protect Yourself and Your Business Online -** Mark Ameres	**Branding in the Digital Age -** Amy CQ	**BIZ-stagram: Marketing & Instagram -** Alecia Orsini	**WordPress SEO -** Jean Kourafas	**Web Development Tools and Practice** -Rodrigo Passos	**SOCIAL MEDIA -** with Bridget, Catherine, Amy D
3pm		**From Idea to Implementation: Creating Your Plan, Budget, and Implementation Strategy -** Bridget Ayers	**Measuring the Success of Your Digital Marketing Strategies -** Catherine Weber	**Design to Sell -** Alison Caron	**Get a Professional Headshot or Get Help at the Geek Girl Help Desk!**	**Get Ink: Publicity in the Digital World -** Amy Dowd	**Get a Professional Headshot or Get Help at the Geek Girl Help Desk!**	**Measure Your Website's Performance with Google Analytics -** Chris OBrien	**It's Alive! Using JavaScript to Make your Website Interactive -** Jenn Lee	**WORDPRESS -** with Amy CQ and Jean
4pm		**CRM: Tools to Manage Current, Past and Future Customer Relationships -** Bridget Ayers	**New Facebook Page Features You Need To Know About -** Catherine Weber	**Navigating Non-Profits -** Gene Curry	**Online Relationship Building 101 -** Katie Clancy	**Get a Professional Headshot or Get Help at the Geek Girl Help Desk!**	**Get a Professional Headshot or Get Help at the Geek Girl Help Desk!**	**Search Engine Marketing: Get Found -** Bobbie Carlton	**Web Development AMA Ask Me Anything! -** Rodrigo Passos	**PHOTOSHOP and DESIGN -** with Alison and Chris OB
5pm	Giveaways & Closing Comments Cafeteria									
6pm - Conference Ends										

1