

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	A154	A179	A181
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!	New Facebook Page Features You Need To Know About - Catherine Weber	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	Get Ink: Publicity in the Digital World - Amy Dowd	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										