

BOLO

OCTOBER 12 - 14 2009
SCOTTSDALE, ARIZONA

CONFERENCE PLANNER

Hi, I'm Ed Tankersley, founder of Eight Trails, an online marketing and web strategy consultancy in Phoenix, Arizona (EightTrails.com). I'm looking forward to the BOLO conference, organized by my friends at Agencyside. As I reviewed the conference schedule, I realized I'd have some tough choices to make at BOLO, and I sat down to chart it out. Then I thought, "I'll bet the other attendees could use a planning tool, too," so I whipped this up. I threw in some local guide information for those of you visiting Scottsdale from out of town. I hope it helps, and I hope you'll look me up at the conference. I look forward to meeting you!



There are so many choices at this BOLO buffet, I couldn't begin to tell you which of the breakouts, labs, or workshops you should choose. (If you tweet me, though, I will tell you which ones I chose: @EdTankersley.) So instead, here's an easy-to-use planner for mapping out your days. This is not the full conference schedule; it represents only the blocks each day where you need to make a choice. Just pick one from each row (and watch for the tricky sessions of different lengths on Tuesday).

Monday, October 13

10:15am - 11:15am	<p>10 Things You Should Always Do for a PPC Client You're Likely Not Doing Now</p> <p><i>Scott Kaufmann Principal, Lucid Agency</i></p>	<p>Digital Marketing Takes More Time than Money, so How Long Should It Take to... (Manage a PPC Campaign, Measure Social Sentiment, Research Organic Keywords, and More)</p> <p><i>Jay Feitlinger & Brent Hartman Account Services, Sitewire</i></p>	<p>PRPM: Public Relations is Changing in a Blur. How to Engage with the Press and Spread a Story</p> <p><i>Amanda Vega Founder, Amanda Vega Consulting</i></p>
-------------------	--	---	---

11:30am - 12:30pm	<p>Making Ideas Explode Online: Exploring What Makes Something Viral, and Why Most Agencies Suck at It</p> <p><i>James Archer Managing Director, Forty Agency</i></p>	<p>Think Locally: From Search to Social, Yelp to Citysearch, Why Digital Marketing Works for Smaller Clients</p> <p><i>Josh Yeager Account Supervisor, Sitewire</i></p>	<p>Promoting Your Agency with Social Media and Measuring ROI Using The 5x5 Strategy</p> <p><i>Matt O'Brien Online Branding Strategist, Mint Social</i></p>
-------------------	--	--	---



OCTOBER 12 - 14 2009
SCOTTSDALE, ARIZONA

Monday, October 13 - Continued

Lunch Break

1:45pm - 2:45pm	Video and Image Management for Clients: YouTube, Vimeo, Flickr and More <i>Mark Wallace Photographer, Snapfactory</i>	Teaching Clients to Embrace Their Humanity (Getting Around the Paralyzing Corporate Fear that Leads to Dull Campaigns) <i>James Archer Managing Director, Forty Agency</i>	Analytics and Reporting: Best Practices to Make Your Agency Stand Out <i>Chase Granberry Founder, Authority Labs</i>
-----------------------	---	--	--

4:15- 4:30pm	15-Minute Tech Labs - Select ONE of the four listed below:			
	Thumbs Up: Social Media Sentiment Tracking Tools <i>Katie Van Domelen, Social Media Content Manager, Sitewire</i>	Search No More: PPC Management Tools <i>Chris Corak, Senior Media Planner, Sitewire</i>	On the Go: Mobile Marketing Tools <i>Michael Barber, Venture 51 / Paranoid Army</i>	Open Rate: Email Campaign Management & Monitoring Tools <i>Chris Sietsema, Director of Interactive Marketing, Off Madison Ave</i>

4:35- 4:50pm	15-Minute Tech Labs - Select another from the four listed above			
	Thumbs Up	Search No More	On the Go	Open Rate

5:00- 5:15pm	15-Minute Tech Labs - Select ONE of the four listed below:			
	Persona Development: Demo, Targeting, Testing and Research Tools <i>Rich Spinabella, Usability Director, Sitewire</i>	Micromanaging: Tools to Make Twitter Easier to Manage <i>Shannon Johnson, Media Planner, Sitewire</i>	Analyze This: Analytics Packages & Tools <i>Chase Granberry, Founder, Authority Labs</i>	Key to Success: Organic Keyword Selection and Reporting Tools <i>Leslie Jackson, Director of Media Content, Sitewire</i>

5:20- 5:35pm	15-Minute Tech Labs - Select another from the four listed above			
	Persona Development	Micromanaging	Analyze This	Key to Success

B O L O

OCTOBER 12 - 14 2009
SCOTTSDALE, ARIZONA

Tuesday, October 14

11:00am - 12:30pm	Pricing & Selling Search and Social Media Engagements <i>Kimberly Koehly</i> <i>VP Business Development, Sitewire</i>	Incorporating Mobile Marketing as Part of an Effective Media Plan <i>Aaron Post</i> <i>Co-Founder, HyLo</i>
-------------------------	--	--

Lunch Break

3:00pm - 6:00pm	Hands-On Workshop: Beyond Fan Pages – Promoting Clients Effectively through Facebook, Twitter and LinkedIn <i>Jack Smith</i> <i>Interactive Media Consultant, The Social Latte</i> Note: You must pre-register for the hands-on workshop to attend. Limited to 15 participants. If you want to get in there, get in there quick. Email lacey.french@agencyside.net and let her know which one you want.	Hands-On Workshop: Your Local Clients CAN Compete and Actually Beat the Big Guys. Learn Specific Strategies and Tactics in Search and Social Media <i>Katie Van Domelen</i> <i>Social Media Content Manager, Sitewire</i> <i>Evo Terra</i> <i>Senior Media Planner, Sitewire</i> Note: You must pre-register for the hands-on workshop to attend. Limited to 15 participants. If you want to get in there, get in there quick. Email lacey.french@agencyside.net and let her know which one you want.	3:00pm - 3:50pm	Why Email, the Original Social Media, Is Still One of the Best Ways to Grow Customer Relationships <i>Chris Sietsema</i> <i>Director of Interactive Media, Off Madison Ave</i>	up&coming: The Latest and Greatest Marketing Applications and What They Might Mean for Agencies – from the Lesser-Known to the Hyper-Targeted <i>Andrew Bagley</i> <i>Director of Emerging Media, Sitewire</i>
			4:00pm - 4:50pm	How to Do Digital Media Buying the Right Way – for Your Clients and for Your Media Department <i>James Windrow</i> <i>Interactive Media Consultant</i>	Mobile Marketing Promotions – Case Studies of Success <i>Michael Barber</i> <i>Venture 51, Paranoid Army, Republic Project</i>
			5:00pm - 5:50pm	The Website Build from Wordpress to Flex, .NET to Rails: How to Determine a Best Fit for Your Client <i>John Strebler</i> <i>Business Analyst, Sitewire</i>	Whale Hunting: How to Land Big Clients and Transform Your Agency through Your Sales Process <i>Juli Yarnell</i> <i>Certified Trainer, The Whale Hunters</i>

B O L O

OCTOBER 12 - 14 2009

SCOTTSDALE, ARIZONA

Airport

You probably have your flights booked already, but if you can do so, try to fly in to Terminals 2 or 3 at Phoenix Sky Harbor. The giant Terminal 4 includes Southwest and U.S. Air and is madness.

It takes unusually long to retrieve checked bags on the carousel at Terminal 4. In some cases, expect 20+ minutes. You definitely have time to use the restroom, get a soda, or buy a snow globe between deplaning and baggage claim.

For legit AZ souvenirs, the Arizona Highways shop in Terminal 4 is nice (although of course pricey).

Oaxaca Mexican food in Terminal 4 is a good local institution with an airport outlet.

Ground Transportation

The Hotel Valley Ho is in the heart of Old Town Scottsdale, about 6 miles from the airport. Cabs from the airport to the resort will run around \$15-\$20. If you want to rent a car, rates in Phoenix with airport pickup and drop-off start at \$54/day for a standard. Fox and Advantage have the lowest rates at this time, with Alamo posting the lowest rates of the major brands.

Lunch

The conference is at one of the coolest spots in the Phoenix area, the Hotel Valley Ho. The Valley Ho is a local landmark that opened in 1956 and underwent an expansive 2005 renovation that maintained its legendary cool.

For our lunch breaks, the hip Café ZuZu at the Valley Ho offers flavorful American comfort food – burgers, Reubens, clubs, and BLTs – with a contemporary twist.

The lunch breaks are short (75 minutes), so if you're going to venture out, choose something within walking distance. Here are some good options:

- Malee's Thai Bistro – A lot of locals count this as their favorite Thai food. 3 blocks east on Main Street.
- Café Monarch – This little place is getting great reviews. However, the food is served at a languorous pace, so you risk missing your first afternoon session. 1 block east on 1st Avenue.
- Frank & Lupe's Old Mexico – Excellent Mexican food in a city known for its Mexican food. 2 blocks east and 2 blocks north on Marshall Way, just north of Indian School.

B O L O

OCTOBER 12 - 14 2009
SCOTTSDALE, ARIZONA

- Grazie Pizzeria – Great pizza, calzones, bruschetta. It's close but it's small, so getting lunch and getting back in time might push the limits of human endeavor. 1 block east on Main Street.
- Café Forte Bistro - Cafe Meatloaf with a light burgundy sauce and smashed potatoes, baked brie. Yum. Two blocks east on Main Street
- Arcadia Farms – Great sandwiches, salads, tarts. It can get crowded, so if you're going here, make sure the first one out of the door after the last morning session. Two blocks east on 1st Avenue.

Dinner and Drinks

Agencyside is throwing a cocktail reception for us each night of the conference (including Sunday!) at the Valley Ho. If you want to venture out for a cocktail and dinner after that, here are some favorites you can walk to or take a short cab ride:

- Trader Vic's – Hold on! Before you wander away from the Valley Ho, you have to drink a pina colada or a mai tai at this legendary Polynesian-themed watering hole. Dinner, too.
- Coach House – This funky little tavern was built as a private clubhouse by a few local ranchers when this area was nothing but ranches. Now it's our private clubhouse. One block east and two blocks north, on the corner of Goldwater and Indian School.
- Old Town Tortilla Factory – Margaritas, tasty Mexican food, all on a cool outdoor patio. Literally right across the street from the Valley Ho.
- Dos Gringos – The crowd's younger here, but maybe you are, too, so I threw it in. Cervezas, tacos, margaritas, beach palapa décor. It's only a 10-minute walk, but grab a cab so you can find your way back.

Attire

This is Arizona. You thought LA was laid back? The Agencyside folks suggest casual to business casual, jeans are fine. Dress comfortably and carry light layers for the cooler mornings and over-air conditioned rooms.

Weather

There are two ideal times to visit Phoenix. One of them is March and one is October. Lucky you! We'll have highs around 90, with low humidity. Lows will be around 65. Bring a sweater or light jacket to the sessions, as our state motto is "It's never too cool outside that we can't make it colder inside."

Thanks to Jay Baer at Convince & Convert for the idea and the airport research.