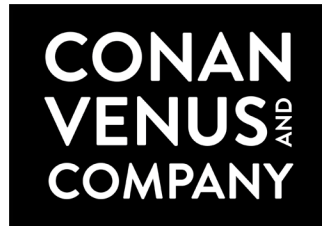


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ATTENDEE PACKET

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KALAMAZOO INSTITUTE OF ARTS



## PRESENTING SPONSORS



# WEDNESDAY MORNINGS

## 9:00 AM TO 12:00 PM

### OCTOBER 7

8:50 AM	Zoom Countdown Begins	
9:00 AM	Welcome Opener	
9:10 AM	<b>Keynote #1</b> <b>Mike McClure</b>	<b>"Creating Culturally Appropriate Content"</b>
10:10 AM	<b>Lucia Rios</b>	<b>"ADA Compliant Social Media"</b>
11:00 AM	<b>Sydney Davis</b>	<b>"Social Media Re-targeting: How it Works &amp; Why You Need It"</b>
11:55 AM	Closing Remarks	

### OCTOBER 14

8:50 AM	Zoom Countdown Begins	
9:00 AM	Welcome Opener	
9:05 AM	<b>Tinashe Chaponda</b>	<b>"Preparing Your Brand For The Domination of Influencer Marketing"</b>
10:00 AM	<b>Aaron Estabrook</b>	<b>"The Three E's (Engage. Educate. Entertain.): The secret to powerful content lies within these three E's"</b>
11:00 AM	<b>Moderator:</b> <b>Denise Negrea</b>	<b>Panel with Social Media Awards Winners and Judges</b>
11:55 AM	Closing Remarks	

### OCTOBER 21

8:50 AM	Zoom Countdown Begins	
9:00 AM	Welcome Opener	
9:10 AM	<b>Keynote #2</b> <b>Eric Hultgren</b>	<b>"Shift Happens"</b>
10:10 AM	<b>Moderator:</b> <b>Sarah Lee</b> <b>Speakers:</b>	<b>Panel: Generations on Social</b> <b>Kate Flowers</b> (Gen Z), <b>Shanee Marvin</b> (Millennial), <b>Teresa Greenlees</b> (Gen X), <b>Jan Underhill</b> (Boomer)
11:00 AM	<b>Fritz Klug</b>	<b>"Making Content from Home"</b>
11:55 AM	Closing Remarks	

### OCTOBER 28

8:50 AM	Zoom Countdown Begins	
9:00 AM	Welcome Opener	
9:05 AM	<b>Audrey Mitten</b>	<b>"The Power of Empathy in Social Media"</b>
10:00 AM	<b>Dawn Swick-Renshaw</b>	<b>"Facebook Strategy for Businesses"</b>
11:00 AM	<b>Virtual Roundtable Networking</b>	
11:55 AM	Closing Remarks	

# ABOUT KALAMAZOO SOCIAL MEDIA WEEK

## MISSION

To bring together industry thought leaders and local experts through gatherings that are educational and inspiring to current and aspiring social media professionals throughout the community.

## VISION

Elevate social media talent throughout the community.

## OUR CORE VALUES

Throughout the years, our values have evolved along with the mission and scope of Kalamazoo Social Media Week. These pillars and beliefs guide our approach to the experiences that we seek out and cultivate.

### BE INSPIRATIONAL

We believe in providing knowledge that supports progress and ingenuity.

### BE OPEN-MINDED

We believe that success is harnessed through a desire to learn from one another.

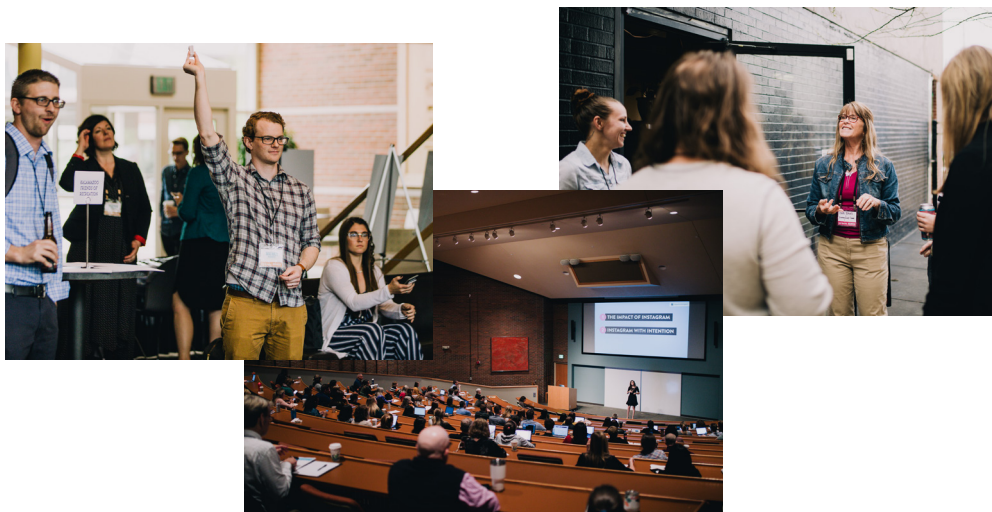
### BE INCLUSIVE

We believe in providing opportunities that are beneficial to individuals of all backgrounds and skill levels.

### BE SOCIAL

We believe in the value of building positive relationships with other professionals in the field.

**WE THANK YOU FOR BEING A PART OF  
KALAMAZOO SOCIAL MEDIA WEEK!**



# INTERESTED IN VOLUNTEERING NEXT YEAR?

Kalamazoo Social Media Week is created and hosted by volunteers. We have a variety of volunteer opportunities available each year. If any of these opportunities are of interest to you, please email us at **info@kzoosmweek.com** to let us know and we will add you to our volunteers mailing list for next year.

## AWARDS

The Awards committee is responsible for shaping the awards submission process, facilitating nominees through the process, and serving as an awards judge.

## CONTENT

The Content committee vets through all content ideas for the conference, determines content direction and curates speakers based on outlined theme. Content ideas are curated based on survey feedback of past conference attendees and also monitoring larger industry trends.

## MARKETING

The Marketing committee helps develop and execute the marketing plan to generate ticket sales. This also includes identifying target groups in partnership with Sponsorship committee to help promote the conference.

## SPONSORSHIP

The Sponsorship committee helps identify and recruit sponsors for the conference.

**THANK YOU FOR YOUR TIME AND CONSIDERATION.  
WE REALLY APPRECIATE IT!**

