PROGRAM

March 3rd, 2015   9:00 am - 5:00 pm   Clyde Muse Center Jackson, MS

eTechconference

The eTech Conference has joined together industry leaders, educational professionals, and economic development agencies for the purpose of helping businesses better participate in the "new" economy.

Businesses today are faced with the daunting challenge of filtering through the vast amount of information flooding them about what they should be doing to keep their businesses vibrant and current. We believe that an educational forum combined with real world expertise can assist business owners and executives in determining the right course of action for their companies. Our Goal is to help you determine how to put together a strategy that helps your business achieve success.

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SAVE THE DATE

August 25th, 2015

etechconference

Clyde Muse Center Jackson, MS

NEW **Adobe** Adobe Series of Workshops
Tips and Techniques
Creative work on mobile devices

PROGRAM

START TIME	KEYNOTE PRESENTATIONS & GENERAL SESSIONS Auditorium		Meeting Room 1		
	TOPIC	SPEAKER	TOPIC	SPEAKER	
9:00 AM	REGISTRATION & NETWORKING				
9:15 AM	Introduction	Ralph Smith EdaptIT			
9:30 AM			Ecommerce 101	Roberto Gallardo MS State University	
10:00 AM			Big Commerce Webstore Setup and Launch	Matt Irving Big Commerce	
10:30 AM	Networking Break				
11:00 AM			eCommerce Shipping Basics	Tom Watson FedEx	
11:30 AM			Phone Apps	Brad McMullan bfac, LLC	
12:00 PM	Lunch				
12:45 PM	Governor Bryant Kenote		Governor Bryant		
01:00 PM			Conversation Sharing through Social Media	Darryl Peroni Edge Theory	
01:30 PM			Multi Channel Selling (Marketplaces)	Ralph Smith EdaptIT	
02:00 PM			Cloud Computing	Roberto Gallardo MS State University	
02:30 PM	Networking Break				
03:00 PM			Technology Infrastructure in the State	Vicki Helfrich Connect MS	
03:30 PM			Big Commerce Webstore Setup and Launch	Matt Irving Big Commerce	
04:00 PM			SEO	Randy Lynn Marist West and Baker	
4:30 AM	Exit surveys from MSU				

	Meeting Room 2		Meeting Room 3	
	TOPIC	SPEAKER	TOPIC	SPEAKER
	Social Media in Content Marketing and as Your Public Relations Tool	Tim Mask Maris, West & Baker	Growth Capital and The Investor Ready Deal	Tony Jeff Innovate MS
	2015: The Year of Mobile PPC	Jack Porter-Smith WSI	Building Customer Relationships throu Events	Gilda Caputo-Hansen HGEM
	CONTENT MARKETING 101: The Write-Once, Publish-Often Approach to Converting New Customers via the Web	Todd Stauffer Jackson Free Press	Make Your Business Excel - Resources to Make Your Business Grow	John Brandon MDA
	Inbound Marketing 101: Attract, Convert, Close, & Delight	Keith Kakadia Sociallyin	Crowd Funding in Mississippi's Creative Economy	Lara Bowman MSU
	Marketing Automation Solutions	Kurt Black Glenwood Digital	Small Business & 8(a) Certification (SBA/MDA)	Janita Stewart, Alice Doss, Rhonda Fisher SBA
	Shifts Driving Technology and Innovation	Tony Jeff Innovate MS	Getting Your Business Funded: Financial Assistance Part 2, State and Federal Government Business Contract Opportunities	
	Local PPC: Be Found or Get Lost	Jack Porter-Smith WSI	MDA	Carol Harris MDA
	Search Engine Optimization (SEO) Versus Pay Per Click Advertising (PPC)	Burns Smith WSI	Catholic Charities	Amy Turner
	Customer Service in the Digital Age	Susan Marquez	Exporting	Vickie Watters MDA
	Interim Staffing Strategies for Facilitating Change	Jane Saunders-Waugh, JD Professional Staffing Group, LLC	Economic Development	Aggie Sikora MDA

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mississippi development authority
MISSISSIPPI

Post Office Box 849
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Web: mississippi.org

Connect MS

Connect MS is a new broadband entity established to continue the work of the Mississippi Broadband Connect Coalition (MBCC) after the conclusion of the Broadband Stimulus grant. Connect MS was created to assess Mississippi's assets, needs, and opportunities for greater broadband use, adoption, and availability and to establish programs to address these needs.

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Innovate Mississippi (formerly the Mississippi Technology Alliance) is a nonprofit organization with the mission to drive innovation and technology-based economic development for the State of Mississippi. Browse through our website to see how Innovate Mississippi can help you and how we are helping to grow and strengthen Mississippi's technology culture.

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The mission of **Catholic Charities** is to be a visible sign of Christ's love by helping those who are unable to help themselves; the poor and vulnerable, especially children, women, and families. There is a direct relationship to parishes with the Diocese of Jackson, but the mission extends to the larger community of the state, nation, and even beyond to the entire human family.

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EdgeTheory is a "find engine" that helps businesses and organizations find and influence those who aren't looking for them. As a managed service, we find pre-customers by mapping the intersections between their lives, their work, and your business, then creating and publishing authentic messages about those intersections. Online marketing has moved from cost-per-click to cost-per-engagement, but EdgeTheory believes the natural evolution – and the bigger payoff – is in conversation share. EdgeTheory works with companies of all sizes. We work with clients who have never had a Twitter account, and with clients who have already established large social followings.

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SociallyIn is a full service digital marketing agency. We help our clients navigate the digital space and provide solutions that deliver results. The company was founded in 2011 by Keith Kakadia and since grown to a team of 8 people. The company is located in Starkville, MS and serving clients across the country. Our mission is to help communities and businesses grow through technology and design.

Susan Marquez is a freelance writer based in Madison, Mississippi. After a 20+ year career in advertising and marketing, she began a professional writing career in 2001, and she has written over 2000 articles that have been published in magazines, newspapers, business journals, trade publications. She is a member of several writing organizations and attends writing workshops throughout the South. Susan also works with other writers as an editor and is an experienced blogger.

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