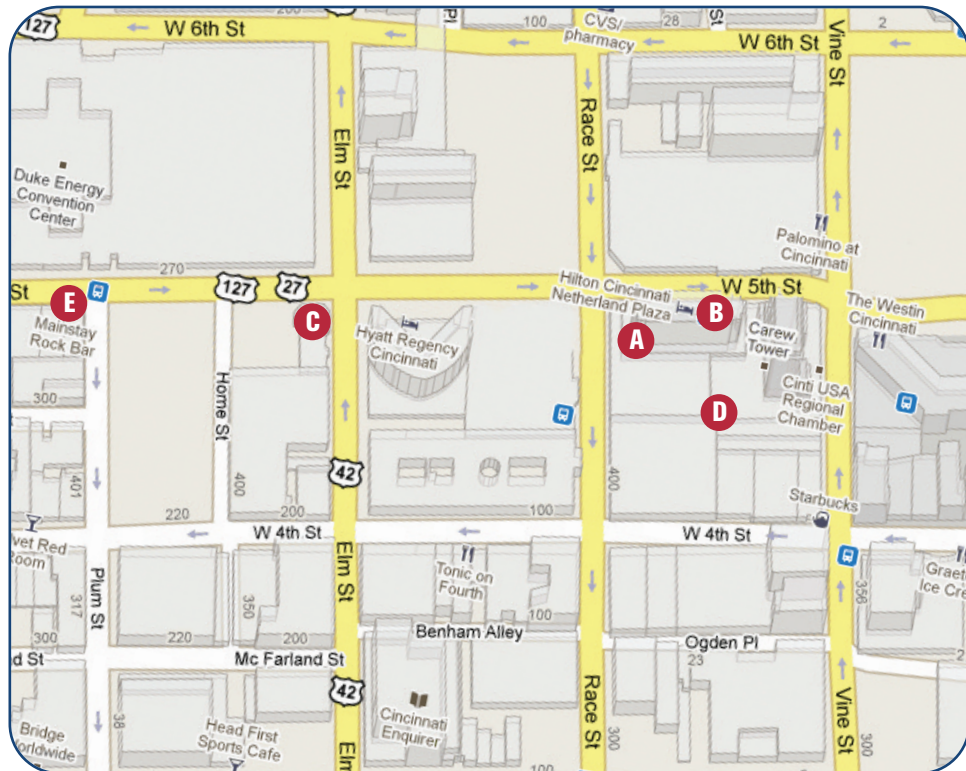


Event Locations

MAP OF DOWNTOWN CINCINNATI



A Hilton Cincinnati Netherland Plaza Hotel—Hall of Mirrors

35 West Fifth Street, Cincinnati, OH 45202
(513) 421-9100
www1.hilton.com/en_US/hi/index.do

B The Penguin Dueling Piano Bar

441 Vine Street, Cincinnati, OH 45202
(513) 651-2800
www.penguinpiano.com

C Lunar Lounge

435 Elm Street, Cincinnati, OH 45202
(513) 381-2573
www.lunar-cincy.com

D The Old Banana (Republic) in the Tower Place Mall

Located at Street Level inside Tower Place Mall. Take the Hilton elevators down to Street Level and go through Carew Tower Arcade to Tower Place Mall. Or enter Tower Place Mall through either the Fourth Street or Race Street entrances.

E Mainstay Rock Bar

301 West 5th Street, Cincinnati, OH 45202
(513) 721-7625
www.mainstayrockbar.com

TUESDAY, SEPTEMBER 13 FROM 5 P.M. - 7 P.M.

THE LUNAR-EVE:

A Mid-Event Meetup at the LUNAR LOUNGE

Join your digital-savvy friends for happy hour networking, fun, food and festivities!

- Only 1½ Blocks West at 435 Elm Street
- www.lunar-cincy.com
- Hashtag: #DigNCLunarEve



WEDNESDAY, SEPTEMBER 14 FROM 5 P.M. - 8 P.M.

THE DIGITAL SOCIAL:

The DNC After-Party at MAINSTAY ROCK BAR

Meet some of the Non Conference speakers, friends, and fellow attendees at a happy hour to close out the Digital Non Conference (DNC).

- Two drink tickets and appetizers for all DNC attendees with name-tag lanyards
- Snap a pic in the Digital Social Photobooth
- Only 2 Blocks West at 301 West Fifth Street
- www.mainstayrockbar.com
- Hashtag: #TDSCincy



SPONSORED BY:

BOOT CAMP DIGITAL, THE ALL NIGHT PARTY, SONIC ARTS, CINCY CHIC, AND SOCIAL MEDIA JOBSITE

TUESDAY, SEPTEMBER 13, 2011 SCHEDULE OVERVIEW

Event Details on Pages 6 - 10

TIME	EVENTS AND BREAKOUT SESSIONS		
10:00 am - 11:30 am	HILTON CINCINNATI NETHERLAND PLAZA HOTEL <i>HALL OF MIRRORS</i> Registration and Check-in		
11:00 am - 12:45 pm	KEYNOTE SPEAKER AND LUNCH <i>HALL OF MIRRORS</i> The Future of Advertising <i>Cindy Gallop, Founder and CEO of IfWeRanTheWorld</i>		
12:45 am - 1:00 pm	15 Minutes: Recovery Time		
1:00 pm - 1:45 pm	KEYNOTE SPEAKER <i>HALL OF MIRRORS</i> SoLoMo: The Collision of Social, Local, and Mobile Media <i>Michael J. Kelly, CEO and President of The Weather Channel Companies</i>		
PATHS	INNOVATION	OPTIMIZATION <small>sponsored by CRM Metrix</small>	EVERYTHING IN BETWEEN
2:00 pm - 2:45 pm	THE PENGUIN Building a Place to Connect: The Brand-Consumer Relationship and the Future Role of Marketers <i>Valerie Jacobs, LPK</i>	THE OLD BANANA I Wanna Go Viral <i>Brandon Faris, zoneCG</i>	LUNAR LOUNGE Selling Is Social <i>Kendra Ramirez, Institute for Social Media at Cincinnati State Technical and Community College and Ascendum Solutions</i>
	THE PENGUIN F&P Daguerreotype: The Cincinnati Panorama of 1848 Restored and Digitized <i>Tim Burke, Electronic Media and Jason Buydos, The Public Library of Cincinnati and Hamilton County</i>	THE OLD BANANA When Walruses Fly: Designing for the Experience <i>Brian Phillips, The Basement Design + Motion</i>	LUNAR LOUNGE Realizing the Promise of Digital <i>Matthew Keylock, dunnhumbyUSA</i>
3:00 pm - 3:45 pm	KEYNOTE SPEAKER <i>HALL OF MIRRORS</i> Advocacy in a Social World <i>Dave Balter, Founder and CEO of BzzAgent</i>		
4:00 pm - 4:45 pm	HALL OF MIRRORS Closing Remarks and Giveaways!		
4:45 pm - 5:00 pm	LUNAR LOUNGE <i>435 ELM STREET</i> The Lunar-Eve: A Mid-Event Meetup <i>Join your digital-savvy friends for happy hour networking fun, food, and festivities! 435 Elm Street, Hashtag: #DigNCLunarEve</i>		

BREAKOUT SESSIONS

